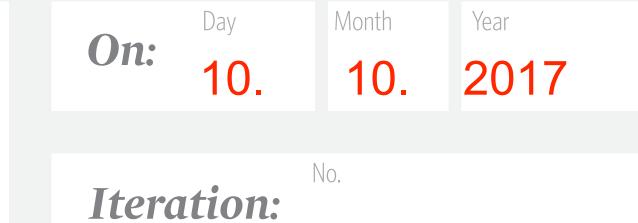
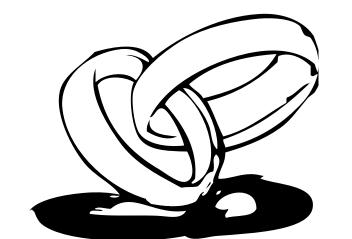
# The Business Model Canvas

Designed for: https://en.shpock.com/ "Shpock" - a garage sale app

Designed by: Joe Schoeler



Key Partners



Who are our Key Partners? Who are our key suppliers? Which Key Resources are we acquiring from partners? Which Key Activities do partners perform? Optimization and economy Reduction of risk and uncertainty

text

Key Activities



text

Production

Problem Solving

Platform/Network



Value Propositions

What value do we deliver to the customer? Which one of our customer's problems are we helping to solve?
What bundles of products and services are we offering to each Customer Segment? Which customer needs are we satisfying?

"Getting the Job Done"

Convenience/Usability

text

Customer Relationships ...

What type of relationship does each of our Customer Segments expect us to establish and maintain with them? Which ones have we established?

How are they integrated with the rest of our business model? How costly are they?

Personal assistance Dedicated Personal Assistance Automated Services

text

## Customer Segments

For whom are we creating value? Who are our most important customers?

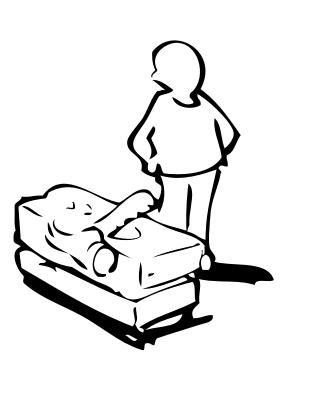
Mass Market Segmented Diversified Multi-sided Platform

text

Key Resources

What Key Resources do our Value Propositions require? Our Distribution Channels? Customer Relationships? Revenue Streams?

Intellectual (brand patents, copyrights, data)





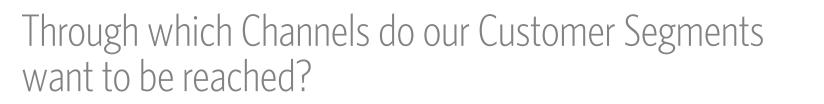
want to be reached?

**CHANNEL PHASES:** 

How do we raise awareness about our company's products and services?

How do we deliver a Value Proposition to customers?

text



How are we reaching them now?

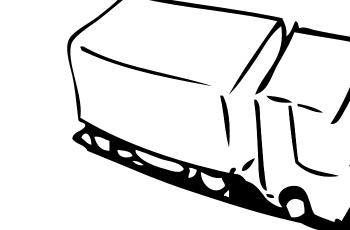
How are our Channels integrated?

Which ones work best?

Which ones are most cost-efficient? How are we integrating them with customer routines?

How do we help customers evaluate our organization's Value Proposition

How do we allow customers to purchase specific products and services?



## Cost Structure

Economies of scale

Economies of scope

What are the most important costs inherent in our business model? Which Key Resources are most expensive? Which Key Activities are most expensive?

Cost Driven (leanest cost structure, low price value proposition, maximum automation, extensive outsourcing) Value Driven (focused on value creation, premium value proposition)



### Revenue Streams

For what value are our customers really willing to pay? For what do they currently pay?

Asset sale Usage fee Subscription Fees Lending/Renting/Leasing Brokerage fees

Customer segment dependent Real-time-Market Volume dependent

Negotiation(bargaining)



