

ThoughtWorks®

# BUSINESS MODEL CANVAS

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*A simple, but powerful way to think about a business*

# The Business Model Canvas

Designed for:

Designed by:

On:  Day  Month  Year   
Iteration:

## 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?

LOCAL  
PRODUCERS



BULK  
FOOD  
RETAILERS



## Key Activities

What key activities must our business model require?

DELIVER  
FOOD  
BOXES TO  
FAMILIES



BUY FOOD  
IN BULK



## Key Resources

\$ FROM  
FOOD  
INSURANCE  
FUND  
REINVEST

WAREHOUSE



## 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?

CHEAPER  
HEALTHIER  
FOOD  
EVEN IN  
HARD TIMES

## 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?

## Channels



BOX OF FOOD  
DELIVERED  
DAILY

## Customer Segments

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

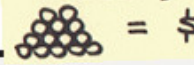
LOW  
INCOME  
FAMILIES



## Cost Structure

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

PAY  
FOOD  
PROVIDERS  
(OPERATIONAL  
COST)



SALARIES  
(OPERATIONAL)



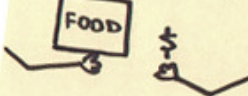
LOCAL JOBS

CAPITAL / OP

## Revenue Streams

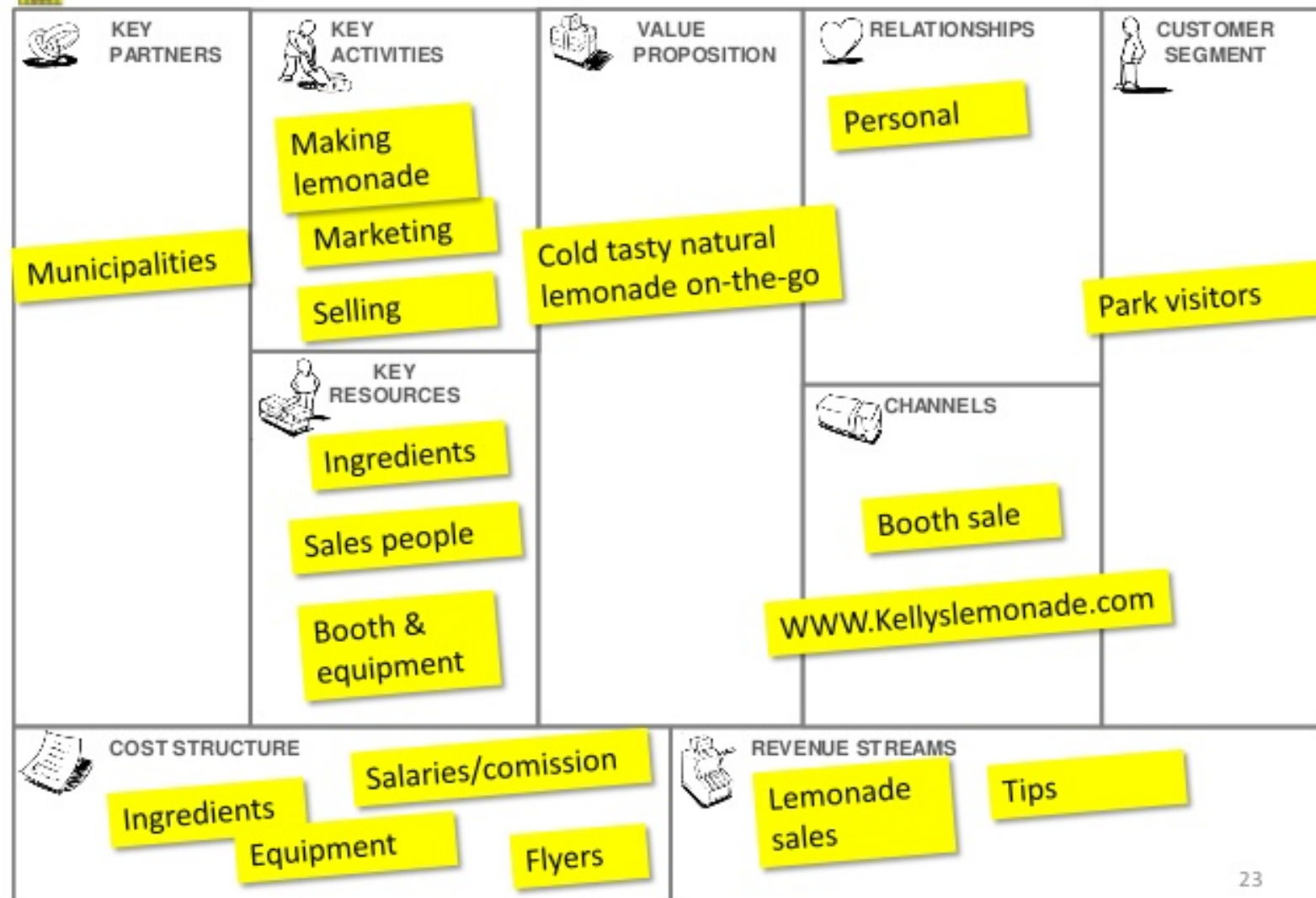
For what value are our customers really willing to pay?  
For what do they currently pay?  
How are they currently paying?  
How would they prefer to pay?  
How much does each Revenue Stream contribute to overall revenues?

FAMILY PAYS  
A SUBSCRIPTION  
FEE DAILY





## Kelly's Lemonade Stand: Refreshing Lemonade

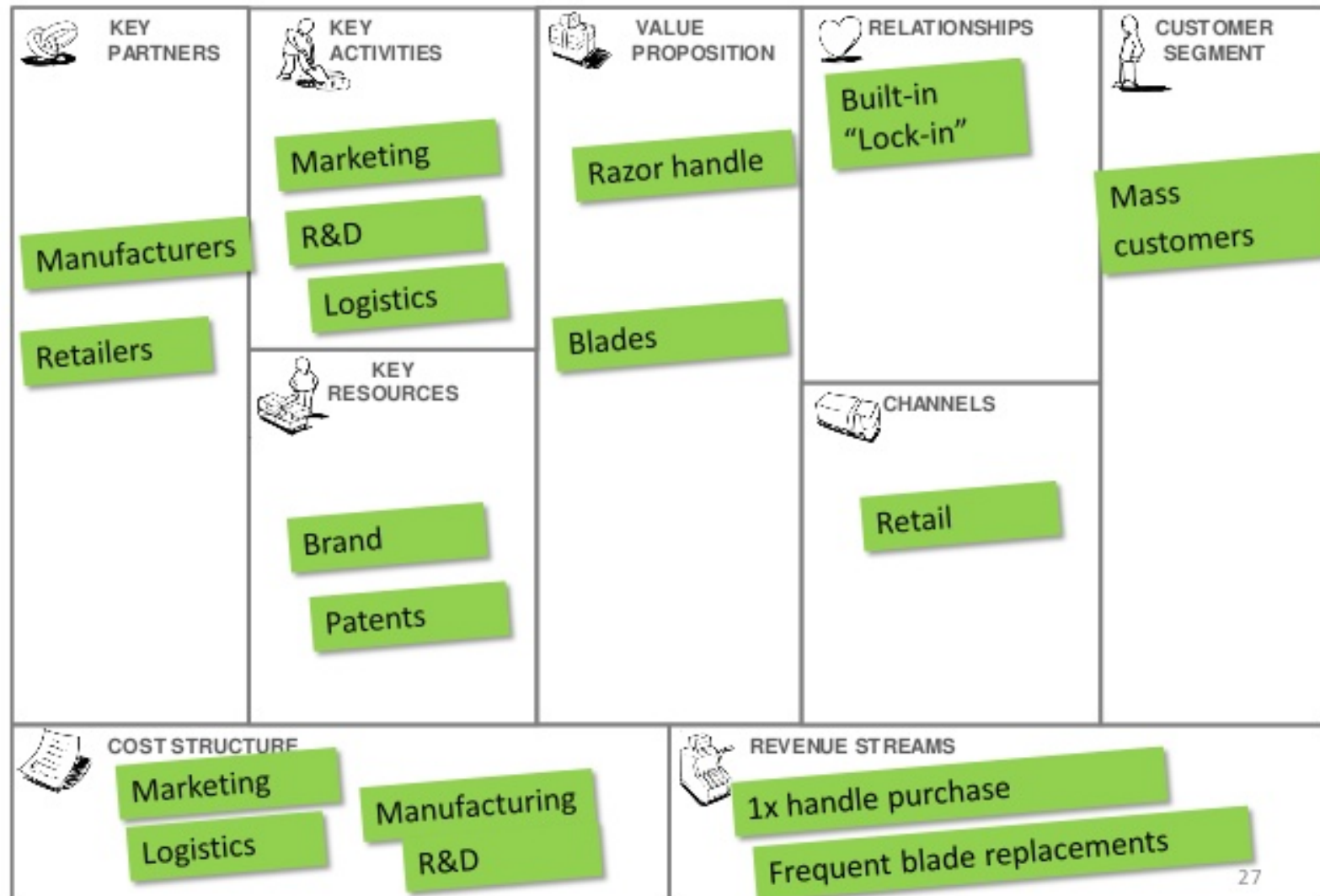


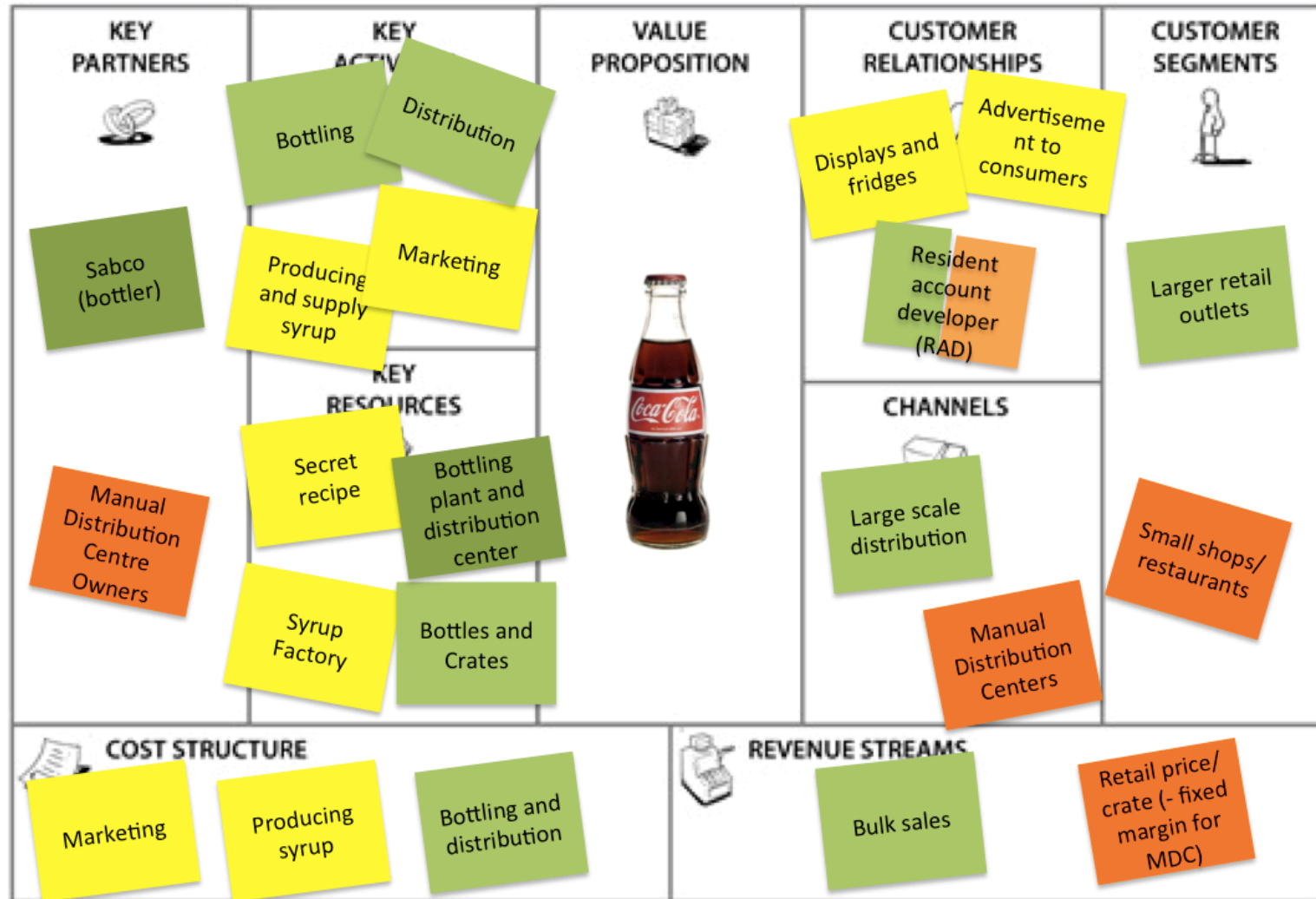
Iteration:





# Gillette: Razors & Blades





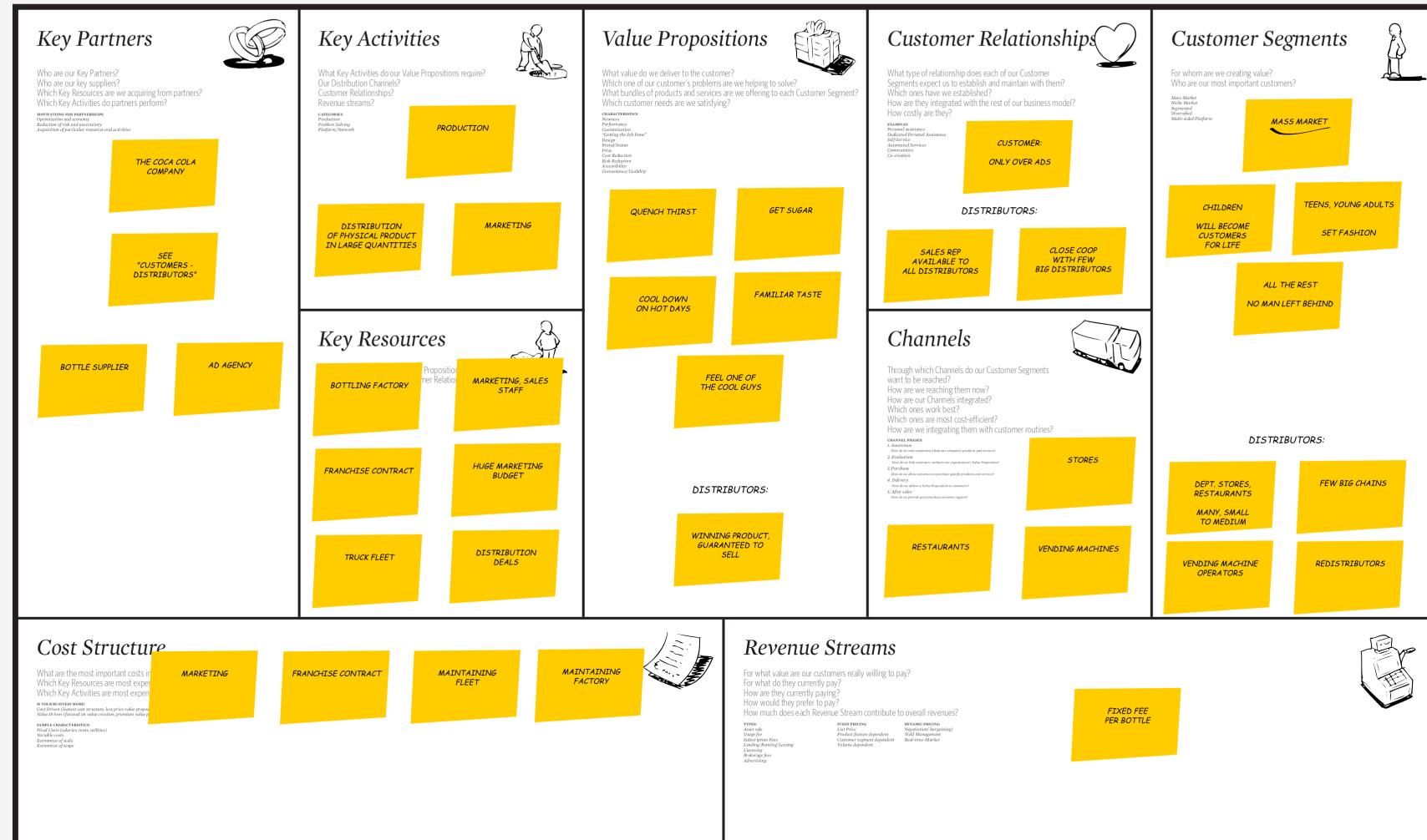
# The Business Model Canvas

Designed for: COCA COLA FRANCHISEE (PRACTICE)

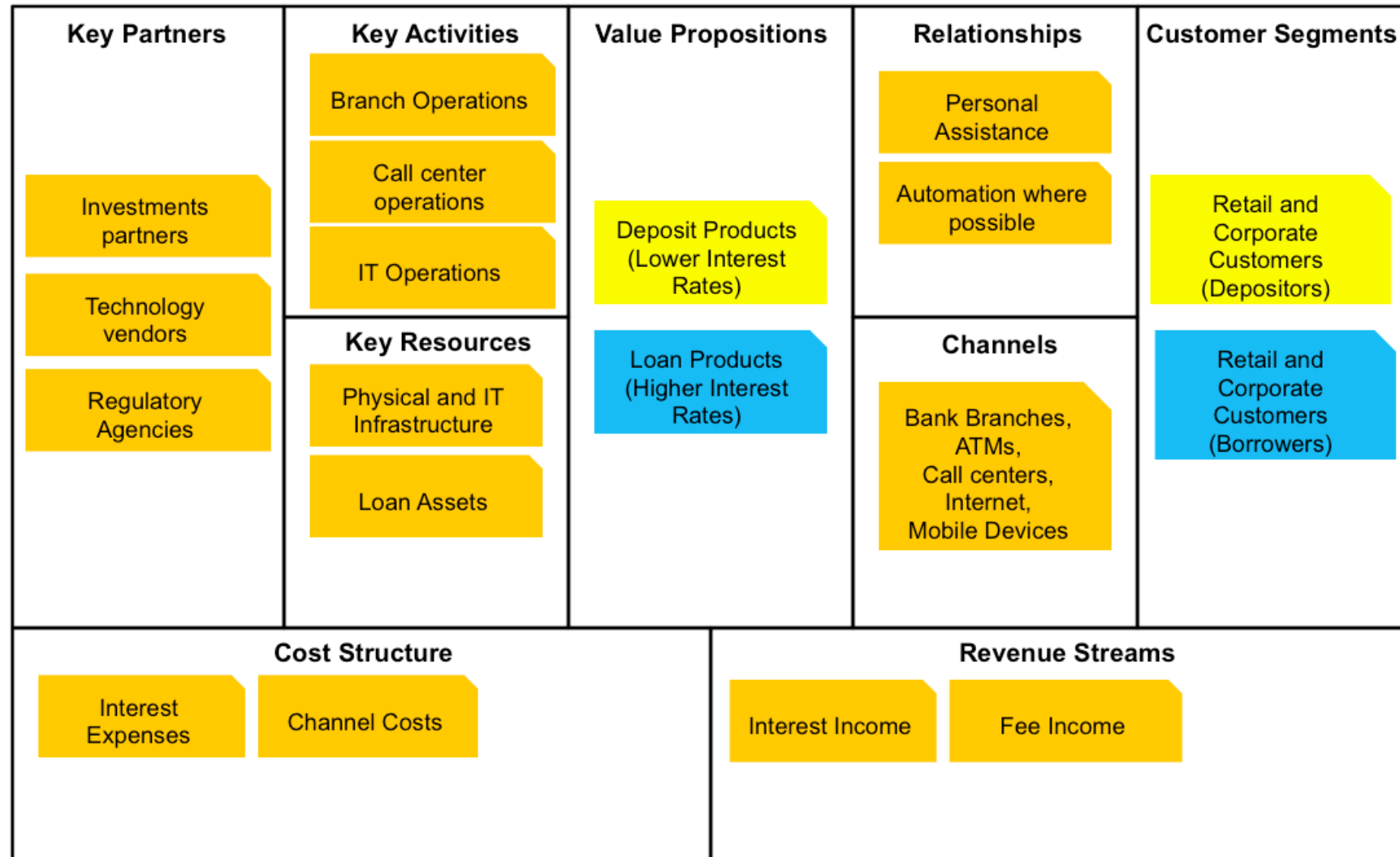
Designed by: AUR SARAF

On: 10 11 2012

Iteration: 1

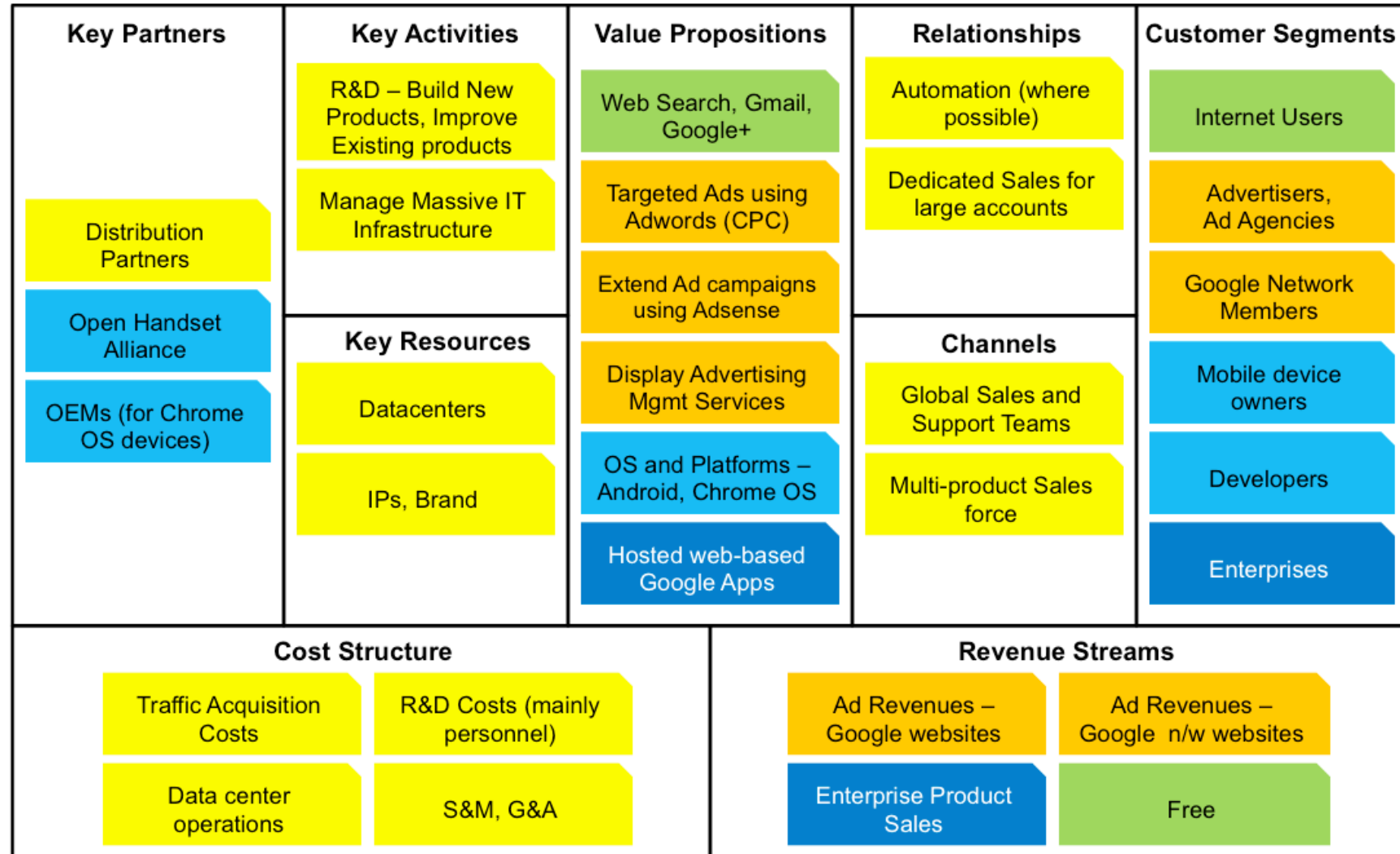


## Business Model of Banking companies





## Google Business Model



# A greener Bangalore



<b>KEY PARTNERS</b> Who are our key partners? Who are our key suppliers? Which key resources are we acquiring from our partners? Which key activities do partners perform?	<b>KEY ACTIVITIES</b> What key activities do our value propositions require? Our distribution channels? Customer relationships? Revenue streams?	<b>VALUE PROPOSITIONS</b> What value do we deliver to the customer? Which one of our customers' problems are we helping to solve? What bundles of products and services are we offering to each segment? Which customer needs are we satisfying? What is the minimum viable product?	<b>CUSTOMER RELATIONSHIPS</b> How do we get, keep, and grow customers? Which customer relationships have we established? How are they integrated with the rest of our business model? How costly are they?	<b>CUSTOMER SEGMENTS</b> For whom are we creating value? Who are our most important customers? What are the customer archetypes?
<b>COST STRUCTURE</b> What are the most important costs inherent to our business model? Which key resources are most expensive? Which key activities are most expensive?	<b>REVENUE STREAMS</b> For what value are our customers really willing to pay? For what do they currently pay? What is the revenue model? What are the pricing tactics?			

**SOURCE** [WWW.BUSINESSMODELGENERATION.COM/CANVAS](http://WWW.BUSINESSMODELGENERATION.COM/CANVAS). CANVAS CONCEPT DEVELOPED BY ALEXANDER OSTERWALDER AND YVES PIGNEUR.

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**THANK YOU!**

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