# **Thought**Works®

# BUSINESS MODEL CANVAS

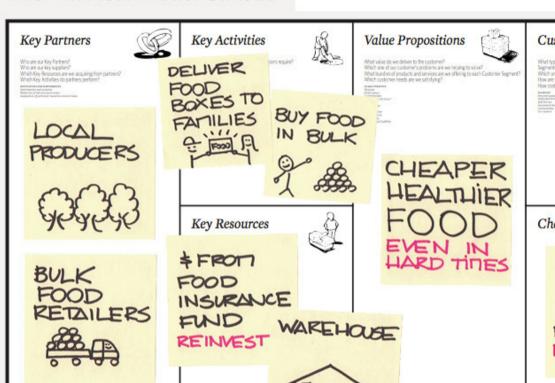
A simple, but powerful way to think about a business

# The Business Model Canvas

Designed for:

Designed by:







What type of relationship does each of our Customer Segments expect us to establish and maintain with them? Which mass have we established? Who was they integrated with the rest of our business mode? How costly are they?

### Customer Segments

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



# Channels





# Cost Structure

PAY FOOD SALARIES PROUDERS (OPETATIONA COST)



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?

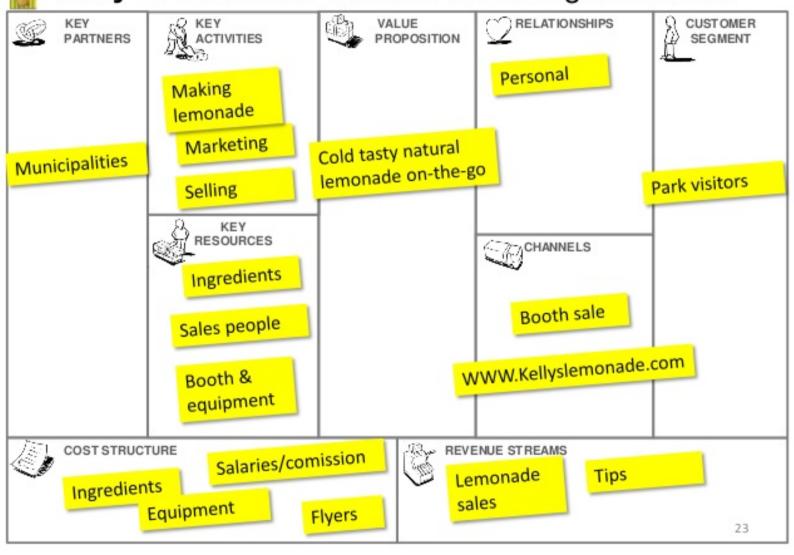








# Kelly's Lemonade Stand: Refreshing Lemonade



# The Business Model Canvas

Designed for:

B

Not Just Karaoke

Designed by:

# **Key Partners**

Who are our Key Partners?
Who are our key supplien?
Which Key Resources are we acquiring from partners?
Which Key Activities do partners perform?

- Music **Festivals**
- **Local Artists**
- DJ & Radio
- Venue Organizers

## Key Activities

Platform / Networking

# Key Resources

Human – Key players that know and understand the industry

Physical – IT infrastructure

## Value Propositions

Easy Accessibility for Up and Coming musicians to upload their performance

- able to reach broader audience

Convenience for Performing Arts Schools and Talent Coaches to post ads

Easy to use App to locate talented artists

### Cost Reduction

Cheaper advertisment

Create excite through competition between artists

# Customer Relationships

- Self Service
- Co-creation
- Communities

## Customer Segments

Up and Coming Musicians

-Male & Female

Performing Art Schools and Talent Coaches

# Channels

- Independent Web Site
- App Store
- Amazon
- Facebook
- Twitter

# Cost Structure

Server maintenance, website & app development/ maintenance, customer support



# Revenue Streams

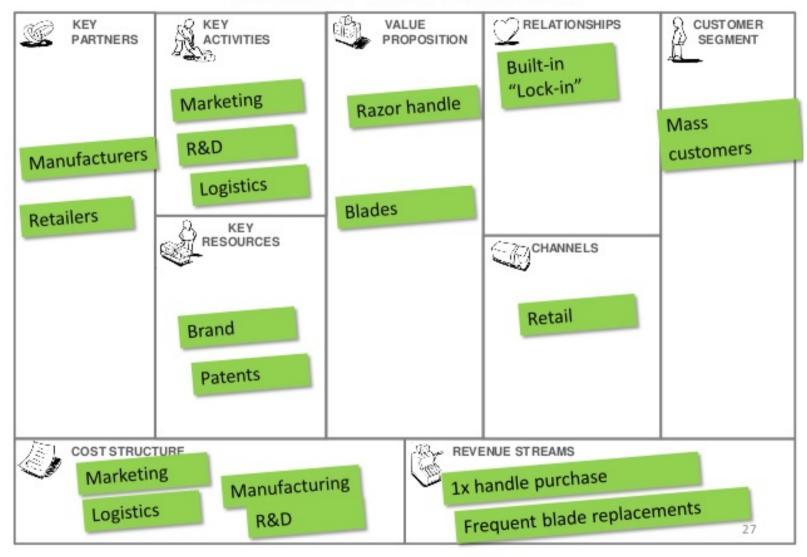
Advertising Revenue

- Advertisments from PA Schools and other music related advertisments

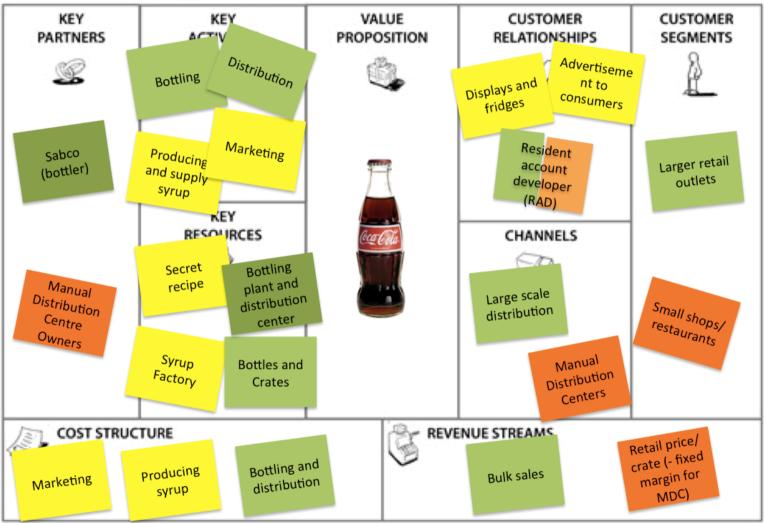
Usage Fees for Artists -Annual Subscription or Monthly Subscription

# Gillette

# Gillette: Razors & Blades







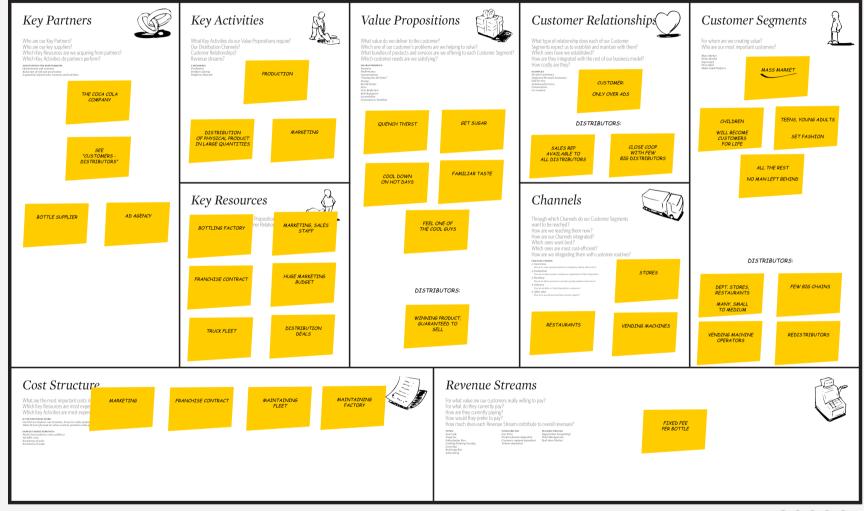
# The Business Model Canvas

Designed for: COCA COLA FRANCHISEE (PRACTICE)

Designed by: AUR SARAF

On: 10 11 2012

Iteration: 1



# **Business Model of Banking companies**

Key Partners	Key Activities	Value Pro	positions	Relationships	Customer Segments				
Investments partners  Technology vendors  Regulatory Agencies	Call center operations  IT Operations  Key Resources  Physical and IT Infrastructure  Loan Assets	Deposit F (Lower I Rat Loan Pr (Higher Rat	nterest es) oducts Interest	Personal Assistance  Automation where possible  Channels  Bank Branches, ATMs, Call centers, Internet, Mobile Devices	Retail and Corporate Customers (Depositors)  Retail and Corporate Customers (Borrowers)				
C	Cost Structure				Revenue Streams				
Interest Channel Costs Expenses			Interest Income Fee Income						

www.businessmodelgeneration.com

# **Google Business Model**

Key Partners	к	ey Activities	Value Propositions		Relationships		Customer Segments	
	Pro	D – Build New ducts, Improve sting products		rch, Gmail, ogle+	Automation (where possible)		Internet Users	
Distribution		age Massive IT		Ads using ds (CPC)	Dedicated Sales for large accounts		Advertisers, Ad Agencies	
Partners Open Handset				campaigns Adsense			Google Network Members	
Alliance	K	ey Resources			Channels			
OEMs (for Chrome	[	Datacenters		Advertising Services	Global Sales and Support Teams		Mobile device owners	
OS devices)		IPs, Brand		Platforms – Chrome OS	Multi-product Sales force		Developers	
			Hosted web-based Google Apps				Enterprises	
Cost Structure				Revenue Streams				
Traffic Acquisition R		R&D Costs (ma personnel)	R&D Costs (mainly personnel)				Revenues – le n/w websites	
	Data center operations		S&M, G&A		Enterprise Product Sales		Free	

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# A greener Bangalore



Who are our Key Partners? Who are our key suppliers?
Which Key Resources are we acquiring from pertners? Which Key Activities do partners perform?

Seed and gardening supplies companies

# Key Activities

What Key Activities do our Value Propositions require? Our Distribution Channels? Customer Rubitionships?

W.

Free talks

# Key Resources

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

The paint of the and promon, approphis, should be the second of the second promon, approphis, should be the second of the second

Gardeners Trucks

# Value Propositions

What value down deliver to the customer? Which one of our customer's problems are we helping to solve?

What be not de could stand and sandous are we offering to each Customer Segment Which customer needs arewe satisfying?

- Prettier company
- Engaged employees

# Customer Relationships

What type of relationship does each of our Cestomer Segments expect us to establish and meintain with them? Which ones have we established? How are they integrated with the rest of our business model? How costly are they?

Highly personal relationships with employees, MD, Admin, HR

# Channels

Through which Channels do our Castomer Segments want to be reached? How are we reaching them now? How are our Channels integrated? Which ares work best? Which ares are most cost efficient?

How are we integrating them with oustomer routines?

Direct

# Customer Segments

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

Max Mylla Polself arts Symmet Complet

Companies of 100+ people that own their buildings in Bangalore

### 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?

Con Britan (Summe one arraneous, live printer tells apreparation, or a form one or tell, anomales. Value Britan (Stanoid or value one los, premiero value propositios)

Salaries Cost of RM Transport Seeds, supplies



### Revenue Streams

For what value are our oustomers really willing to pay? For what do they currently pay? How are they currently paying. How would they prefer to pov-

Set up fees + Per sq. ft. / year



# **KEY PARTNERS**

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?

## **KEY ACTIVITIES**

What key activities do our value propositions require? Our distribution channels? Customer relationships? Revenue streams?

# KEY RESOURCES

What key resources do our value propositions require? Our distribution channels? Customer relationships? Revenue streams?

# **VALUE PROPOSITIONS**

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?

# CUSTOMER RELATIONSHIPS

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?

# CUSTOMER SEGMENTS

For whom are we creating value?
Who are our most important customers?
What are the customer archetypes?

## CHANNELS

Through which channels do our customer segments want to be reached?

How do other companies reach them now?

Which ones work best?

Which ones are most cost-efficient?

How are we integrating them with customer routines?

# COST STRUCTURE

What are the most important costs inherent to our business model? Which key resources are most expensive? Which key activities are most expensive?

# **REVENUE STREAMS**

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. CANVAS CONCEPT DEVELOPED BY ALEXANDER OSTERWALDER AND YVES PIGNEUR.

# **Thought**Works®

# THANK YOU!

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