Business Model Canvas

A Model for Business Plans

Alexander Osterwalder identified [PhD thesis 2005, book 2010] nine common elements addressed by good business plans:

Infrastructure:

- 1. Key activities
- 2. Key resources
- 3. Partner network

Offering:

4. Value proposition

Customers:

- 5. Customer segments
- 6. Channels
- 7. Customer relationships

Finances:

- 8. Cost structure
- 9. Revenue streams

Business Model Creation

Methodology for creating and evaluating business plans: *Convert these* nine elements into questions, and investigate/develop how your idea for a product and a business will answer these.

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Infrastructure:

- 1. What are our key activities?
- 2. What are our key resources?
- 3. Who is our partner network?

Offering:

What value do we provide to the customer? How does that differ from the competitors?

Customers:

- 5. Who are our customers?
- 6. What are our distribution channels?
- 7. What will our relationship with our customers be?

Finances:

- 8. What is our cost structure?
- 9. What is our revenue streams?

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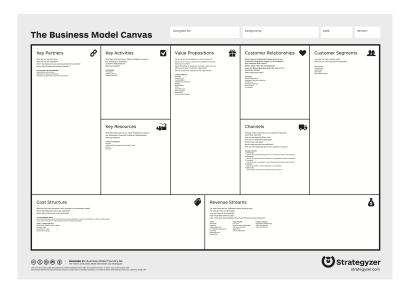
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Finances:

- 8. What is our cost structure?
- 9. What is our revenue streams?

Start with 4). If this question cannot be answered satisfactorily, your business idea is very likely doomed.

Business Model Canvas



 $\verb|https://upload.wikimedia.org/wikipedia/commons/1/10/Business_Model_Canvas.png|$

Further Reads

Additional descriptions of the Business Model Canvas method can be found at:

- Wikipedia: https://en.wikipedia.org/wiki/Business_Model_Canvas
- Amanda Athuraliya/Creately: https://creately.com/blog/ diagrams/business-model-canvas-explained/
- ► Alex Cowan: https://www.alexandercowan.com/business-model-canvas-templates/
- Martin Luenendonk/Cleverism: https://www.cleverism.com/ business-model-canvas-complete-guide/
- OpenLearn Create course: https: //www.open.edu/openlearncreate/course/view.php?id=2211