

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:

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

The Business Model Canvas

Version:



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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://creatly.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>