

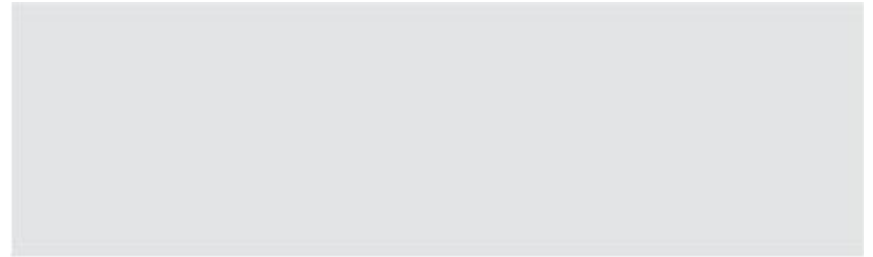
# Economia e Gestione delle Imprese

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**Marco Pironti**

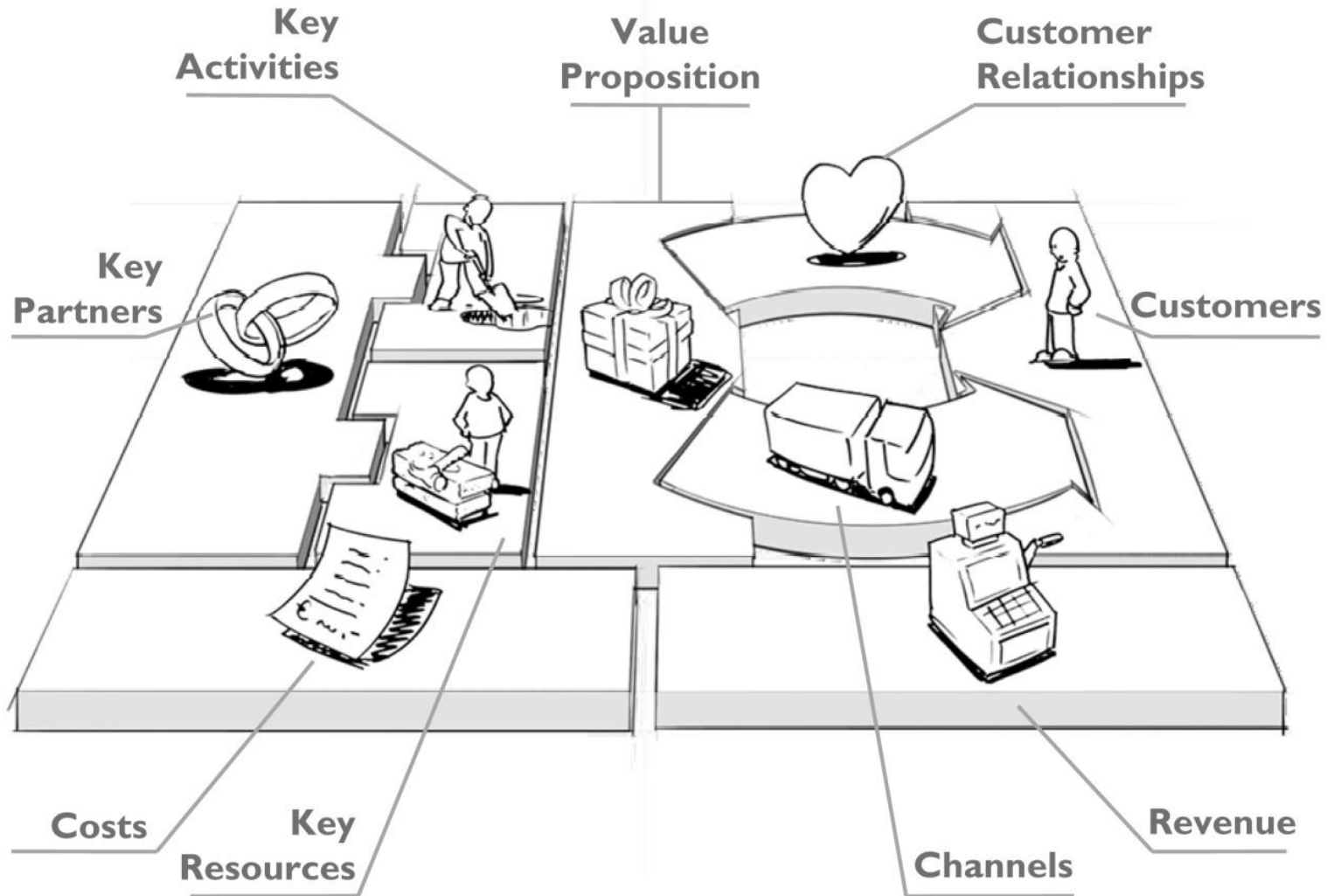
*marco.pironti@unito.it*

- ✓ Percorsi strategici per nuove imprese
- ✓ Canvas Business models
- ✓ Le aree funzionali dell'impresa
- ✓ Case study



# VALUE PROPOSITION AND MVP

# Together they make the Business Model Canvas



# The 9 Building blocks (1/3)

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1



**CS:** Customer Segments



An organization serves one or several **Customer Segments**

2



**VP:** Value Propositions



It seeks to solve customer problems and satisfy customer needs with **Value Propositions**

3



**CH:** Channels



Value propositions are delivered to customers through communications, distribution, and sales **Channels**

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# The 9 Building blocks (2/3)

4



CR: Customer Relationships



**Customer Relationships** are established and maintained with each Customer Segment

5



R\$: Revenue Streams



**Revenue Streams** result from value propositions successfully offered to customers

6



KR: Key Resources



**Key Resources** are the assets required to offer and deliver the previously described elements ...

# The 9 Building blocks (3/3)

7



**KA:** Key Activities



... by performing a number of **Key Activities**

8



**KP:** Key Partnerships



Some activities are outsourced and some resources are acquired outside the enterprise

9



**C\$:** Cost Structure



The business model elements results in the **Cost Structure**

*Key  
Partners*



*Key  
Activities*



*Value  
Proposition*



*Customer  
Relationships*



*Customer  
Segments*



*Key  
Resources*



*Channels*



*Cost  
Structure*



*Revenue  
Streams*

