The Business Model Canvas

Designed for:

Designed by:

Date:

Version:

Key Partners

Who are our Key Partners? Who are our key suppliers? Which Key Resources are we acquairing from partners?

MOTIVATIONS FOR PARTNERSHIPS Optimization and economy Reduction of risk and uncertainty Acquisition of particular resources and activities

Which Key Activities do partners perform?

Key Activities

Our Distribution Channels?

Problem Solving

Platform/Network



What Key Activities do our Value Propositions require?

Customer Relationships? Revenue streams? **CATERGORIES** Production

Value Propositions

What value do we deliver to the customer?

offering to each Customer Segment?

Which customer needs are we satisfying?

helping to solve?

CHARACTERISTICS

"Getting the Job Done"

Convenience/Usability

Newness

Performance

Brand/Status

Cost Reduction

Risk Reduction

Accessibility

Customization

Which one of our customer's problems are we

What bundles of products and services are we



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?

EXAMPLES

Personal assistance Dedicated Personal Assistance Self-Service **Automated Services** Communities Co-creation

Customer Segments

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

Mass Market Niche Market Segmented Diversified Multi-sided Platform

Key Resources



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

TYPES OF RESOURCES Intellectual (brand patents, copyrights, data) Financial



Through which Channels do our Customer Segments want to be reached?

How are we reaching them now? How are our Channels integrated? Which ones work best? Which ones are most cost-efficient?

How are we integrating them with customer routines?

CHANNEL PHASES 1. Awareness

How do we raise awareness about our company's products and services? 2. Evaluation

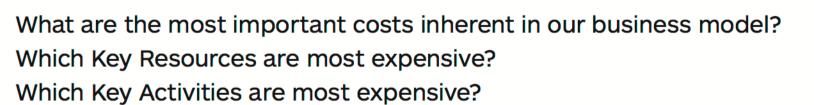
Channels



How do we help customers evaluate our organization's Value Proposition? How do we allow customers to purchase specific products and services?

How do we deliver a Value Proposition to customers? 5. After sales How do we provide post-purchase customer support?

Cost Structure



Cost Driven (leanest cost structure, low price value proposition, maximum automation, extensive outsourcing) Value Driven (focused on value creation, premium value proposition)

SAMPLE CHARACTERISTICS Fixed Costs (salaries, rents, utilities) Variable costs Economies of scale Economies of scope

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?

Lending/Renting/Leasing Brokerage fees Advertising

FIXED PRICING List Price Product feature dependent Customer segment Volume dependent

DYNAMIC PRICING Negotiation (bargaining) Yield Management Real-time-Market









