

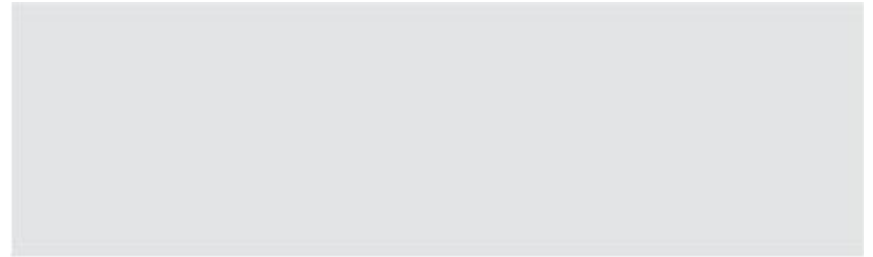


Economia e Gestione delle Imprese

Marco Pironti

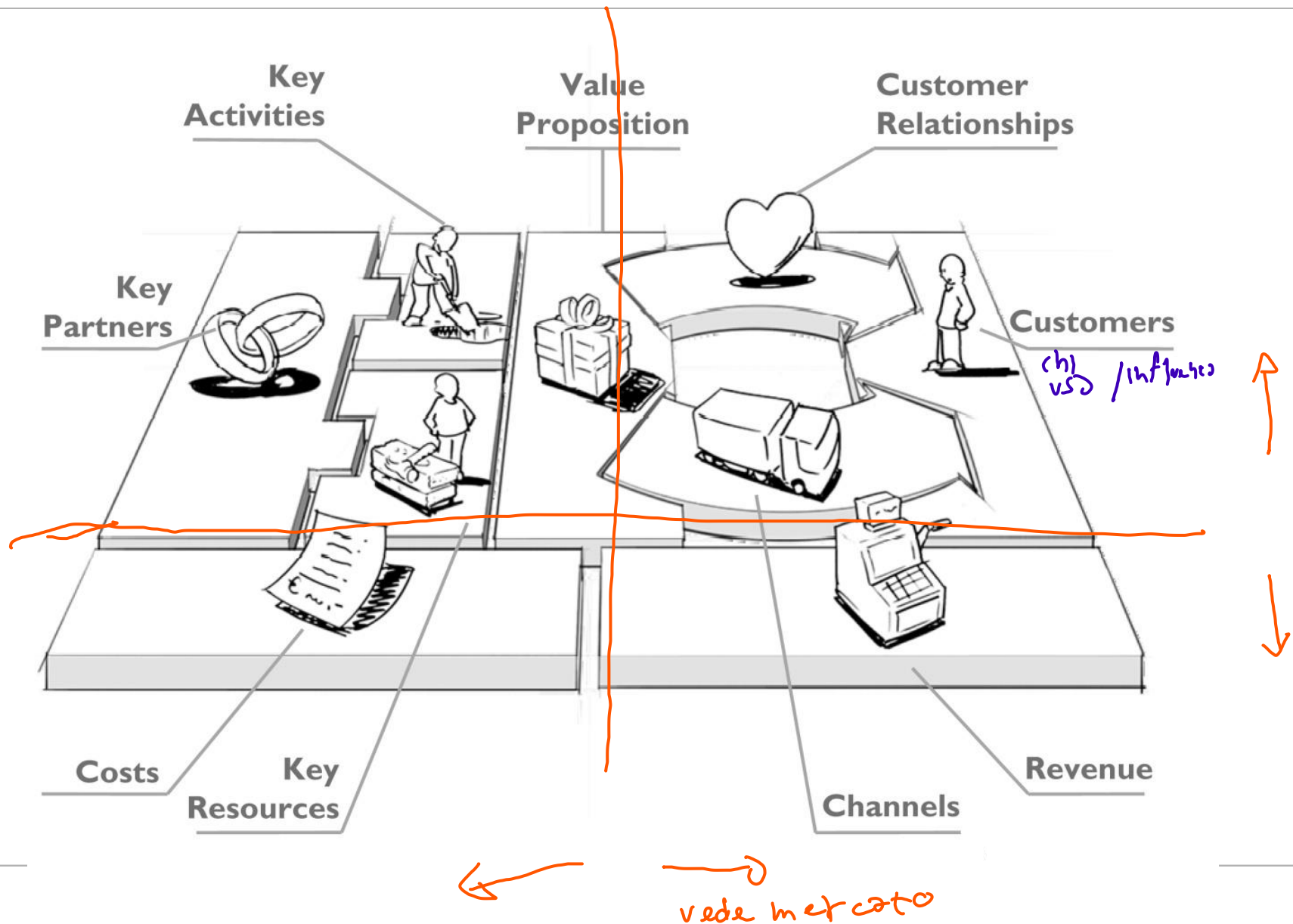
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- ✓ Percorsi strategici per nuove imprese
- ✓ Canvas Business models
- ✓ Le aree funzionali dell'impresa
- ✓ Case study



VALUE PROPOSITION AND MVP

Together they make the Business Model Canvas



The 9 Building blocks (1/3)

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**

The 9 Building blocks (2/3)

4



CR: Customer Relationships



Customer Relationships are established and maintained with each Customer Segment

5



R\$: Revenue Streams

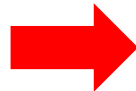


Revenue Streams result from value propositions successfully offered to customers

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*

