The Business Model Canvas

Designed for:	Web3 Ecosystem (Events, Funding, Founding)
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Key Partners 🔗

Who are our Key Partners?
Who are our key suppliers?
Which Key Resources are we acquaring from partners?
Which Key Activities do partners perform?

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

- **Speakers** at the events and in the podcast
  -> People that have a lot of business experience either in the "classical corporate life" combining that with fields from the Web3 space or people who have been deeply in the Web3 space for a long time and have a lot of experience to talk about
- **Employees** – without them all the work cannot be done
- **VCs** that function as experienced business (wo)man and have experience dealing with other companies
  -> we as the co-founders of the brand/ company can and will learn a lot from these people
- **Pizza company** that provides us with the best Pizza (possibly my own pizza company with people I will employ making the pizza)
- Not directly partners but kind of:
  Digital news resources from Twitter, Instagram, LinkedIn, email, etc.
- **All the people from our network** that are somehow rooted in the Web3 space – symbiosis between them and us (The get to know more people from the space through our network and have the chance to talk on our events and we profit from their knowledge and their network effect)
- **Core-team (Co-Founders)**

Key Activities ✅

What Key Activities do our Value Propositions require?
Our Distribution Channels?
Customer Relationships?
Revenue streams?

Always spreading the vision of the future of the internet, we strongly believe will be Web3

CATEGRORIES
Production
Problem Solving
Platform/Network

- **Individual People:**
  -> contact speakers, plan & manage events (Pre-, Core-, Post-stage), host Q&As/ AMAs and organize the making of PIZZA ("outsourced" to my own Pizza company to keep the costs low)
- **Existing established companies:**
  -> One-to-one consultancy in a space that suits this activity
  -> Hire and advise blockchain related developers, designers and marketers that can operate on the projects and the given tasks/ goals
- **Small Businesses/ Start Ups:**
  -> hold meetings with them and connect them to experts and companies from your network
  -> mentoring sessions remote or physically for business related questions
  -> Prepare payments as the VC
  -> generate business models together
- **General:**
  -> search latest news and put them into the newsletter
  -> manage content for social media (graphically and content)
  -> be physically present in the local community and spread the own vision
  -> be reachable through different channels (mainly social media) and be involved into relevant discussions
  -> Contact speakers for the Podcast and other social mediums
  -> Pre-, Post- and the core-production of the podcast
  -> Do financial accounting for the business
  -> Define goals and keep track of existing goals -> keep vision present
  -> Hire/ Search for new employees and hold job interviews (do these people suite to the vision and the values of the company?)

Key Resources 👥🏭

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

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

- **Physical:**
  -> PIZZA
  -> physical space where we can organize the meetups
- **Intellectual:**
  -> Lawyers that help our company and the funded Web3.0 Start Ups with legal questions
  -> We are dependent on (mostly) digital resources to get the latest news from which we can learn and share with our community
- **Human:**
  -> Employees from various areas like development, design, writing/ journalism, and marketing (steadily building up digital/ physical following required)
  -> (Wo)Manpower during events – people that make Pizza and serve beverages
  -> Network of people who already work in companies that are developing solutions in the area that can further help the Start Ups we are funding (experts in the field)
  -> Speakers at the events and for the podcast
- **Financial:**
  -> Financial resources to fund Web3 Start Ups

Value Propositions 🎁

What value do we deliver to the customer?
Which one of our customer's problems are we helping to solve?
What bundles of products and services are we offering to each Customer Segment?
Which customer needs are we satisfying?

CHARACTERISTICS
Newness
Performance
Customization
"Getting the Job Done"
Design
Brand/Status
Price
Cost Reduction
Risk Reduction
Accessibility
Convenience/Usability

Newness, Design, Brand/ Status, Conviction for their brand and trust in their products

Spreading our Web3.0 vision

- **Individual People (at the events + Podcast listeners):**
  -> offering them a (physical) place to network with like-minded people which does not really exist right now (locally)
  -> offering a low-threshold entry level into the topic for newbies who are confronted with the topic on social media and maybe even at their job and who are overwhelmed by the mass of information
  -> Offering a digital space to gain information and also to discuss about the topics from wherever you are on the world, knowing that the community behind it is real and based on a legitimate project/ company.
  -> delicious and free Pizza during the events
  -> offering a place and access to exclusive talks and information regarding the development of the space
- **Existing established companies:**
  -> Helping them to go with the time and integrate complex technological blockchain-related-features into their company (consultancy)
- **Small Businesses/ Start Ups:**
  -> Giving them access to a wide network of businesses and experts in the field
  -> Supporting their business developments with a mentorship
  -> Boosting their opportunities with VC funds

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

- **Individual People:**
  Community -> these people expect a one-to-one relationship. They want to get inspired and possibly use our network as an enabler to start their own project with other community members
- **Existing established companies:**
  These people/ companies want dedicated personal assistance as they need consultancy
- **Small Businesses/ Start Ups:**
  Dedicated personal assistance as they need consultancy, mentorship and access to our companies' network

Channels 🚚

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
How do we help customers evaluate our organization's Value Proposition?
3. Purchase
How do we allow customers to purchase specific products and services?
4. Delivery
How do we deliver a Value Proposition to customers?
5. After sales
How do we provide post-purchase customer support?

- E-Mail-Newsletter + Newsletter via other platforms such as LinkedIn (regarding news in the Web3 space + event announcements)
- Podcasts (talks with interesting people from the space + event announcements)
- Different Social Media Channels such as Twitter, Instagram, LinkedIn, Tiktok, Facebook, etc. (development of the brand + new goals that were reached/ deals that were closed + event announcements)
- Discord Group since a lot of people from the space can be found there (general but digital one-to-one discussions with the community + event announcements)

Customer Segments 👥

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

Mass Market
Niche Market
Segmented
Diversified
Multi-sided Platform

- **Individual people** who are interested in interesting new topics, great talks and fantastic free pizza
- **Individual people** who are generally interested in visionary tech-topics and that are wondering what the next evolutionary step in the history of the internet is going to be like
- **Individual people** who are already interested in the topic and want to dive deeper into it + get to know more people in the space and connect IRL (in real life) to start projects together or just talk about it and the latest developments
- **Established companies** who are planning to integrate/ migrate their existing business model or parts of it into Web3 but need consultant help.
- **Small businesses and Start Ups** from the Web3 Space that need help building their business (financially, mentorship, network, etc.)

Cost Structure 🏷️

What are the most important costs inherent in our business model?
Which Key Resources are most expensive?
Which Key Activities are most expensive?

IS YOUR BUSINESS MORE
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

- Pizza at the events is a cost factor since it's a free resource sponsored by us
  -> though it's not too expensive since the company making the pizza is probably owned by myself and so costs are only labor and ingredients. (50 Pizzas cost us around 112€ (labor -> 2 people, 4 hours each, 14€/h) + 70€ (ingredients) so around 182€ in total)
- Rent for the area where we host the events AND rent for the company's own working area
- Employees (at least 3-5 full time employees -> around 12-20k€/ month)
- If it counts as costs: Funds for the Web3.0 Start Ups
- Possibly some speaker only come to the event if they receive a payment so that could be a cost factor

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?

TYPES	FIXED PRICING	DYNAMIC PRICING
Asset sale	List Price	Negotiation (bargaining)
Usage fee	Product feature dependent	Yield Management
Subscription Fees	Customer segment dependent	Real-time-Market
Lending/Renting/Leasing	Volume dependent	
Licensing		
Brokerage fees		
Advertising		

- Unlikely but maybe at some point we would earn money hosting the events
  -> Especially for greater events like a trade or an exhibition that's organized by us
  -> This would most likely only be a relatively smaller revenue stream
- Most revenue is planned to be earned in the long term through funding other Web3.0 Start Ups and their growth.
- In the future we would potentially also found own projects in the context of the brand which could then become revenue streams.
- Probably the earliest income stream will come from our consultancy activity.
- Most companies/ individuals would be paying in fiat money but since it suits the domain, crypto payment could be introduced as well.

DESIGNED BY: Business Model Foundry AG
The makers of Business Model Generation and Strategyzer

Strategyzer
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