

MIS 304: Using and Managing Information Systems

Lab Session 2: Business Model Canvas – Square, Inc.

The goal of this lab session is to help you create a business model canvas for Square (squareup.com). We will read some materials about this company. Then document Square's existing business models.

1. What is Square?

The company, founded in 2009 by Twitter co-founder Jack Dorsey, allows vendors to accept credit cards with the Square Register app for iOS and Android. The company also makes a Square Cash app for consumers on iOS and Android that allows for easy transfer of money between people, and is designed for occasions when cash or credit cards aren't handy or wouldn't be appropriate, say, splitting a bill at a restaurant.



<http://www.fastcodesign.com/3022182/innovation-by-design/how-square-registers-ui-guils-you-into-leaving-tips>



<http://www.macgasm.net/2012/06/19/square-gamifies-its-app-rolls-out-in-app-loyalty-cards/>

Find more about this company:

- <https://squareup.com/about>
- https://en.wikipedia.org/wiki/Square,_Inc.
- <http://www.benzinga.com/media/cnbc/16/03/7734571/jack-dorsey-just-explained-how-square-makes-money>
- <http://revenuesandprofits.com/how-square-makes-money-understanding-square-business-model/>

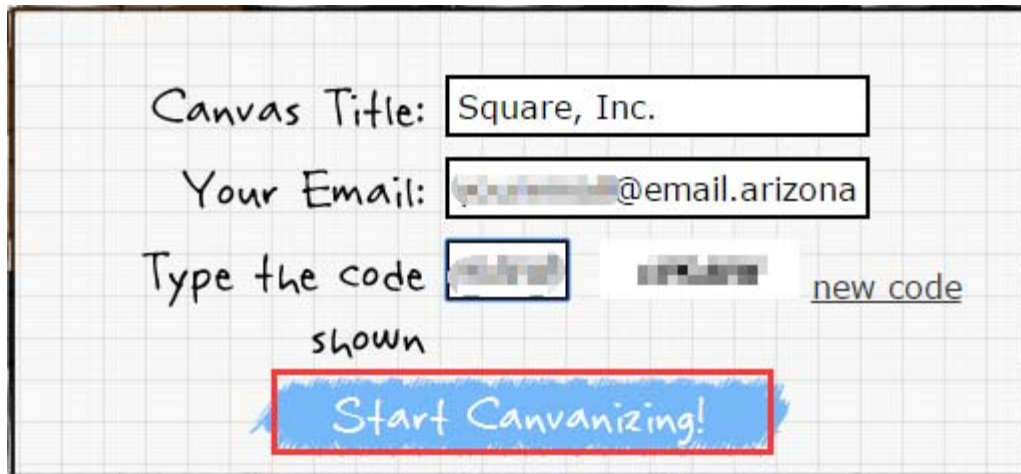
2. What is Business Model Canvas?

The Business Model Canvas is a strategic management and lean startup template for developing new or documenting existing business models. It is a visual chart with elements describing a company's or product's value proposition, infrastructure, customers, and finances. It assists

companies in aligning their activities by illustrating potential trade-offs. (Read more: https://en.wikipedia.org/wiki/Business_Model_Canvas)

The following list and questions will help you build the business model canvas for Square.

- A. Key partners
 - a. Who are the key partners/suppliers?
 - b. What are the motivations for the partnerships?
 - B. Key activities
 - a. What key activities does their value proposition require?
 - b. What activities are important the most in distribution channels, customer relationships, revenue stream...?
 - C. Value proposition
 - a. What core value do they deliver to the customer?
 - b. Which customer needs are they satisfying?
 - D. Customer relationship
 - a. What relationship that the target customer expects they to establish?
 - b. How can they integrate that into their business in terms of cost and format?
 - E. Customer segment
 - a. Which classes are they creating values for?
 - b. Who is their most important customer?
 - F. Key resource
 - a. What key resources does their value proposition require?
 - b. What resources are important the most in distribution channels, customer relationships, revenue stream...?
 - G. Distribution channel
 - a. Through which channels that their customers want to be reached?
 - b. Which channels work best? How much do they cost? How can they be integrated into customers' routines?
 - H. Cost structure
 - a. What are the most cost in their business?
 - b. Which key resources/ activities are most expensive?
 - I. Revenue stream
 - a. For what value are their customers willing to pay?
 - b. How much does every revenue stream contribute to the overall revenues?
3. Document Square's existing business models
- (1) Go to <https://canvanizer.com/new/business-model-canvas>



Canvas Title:

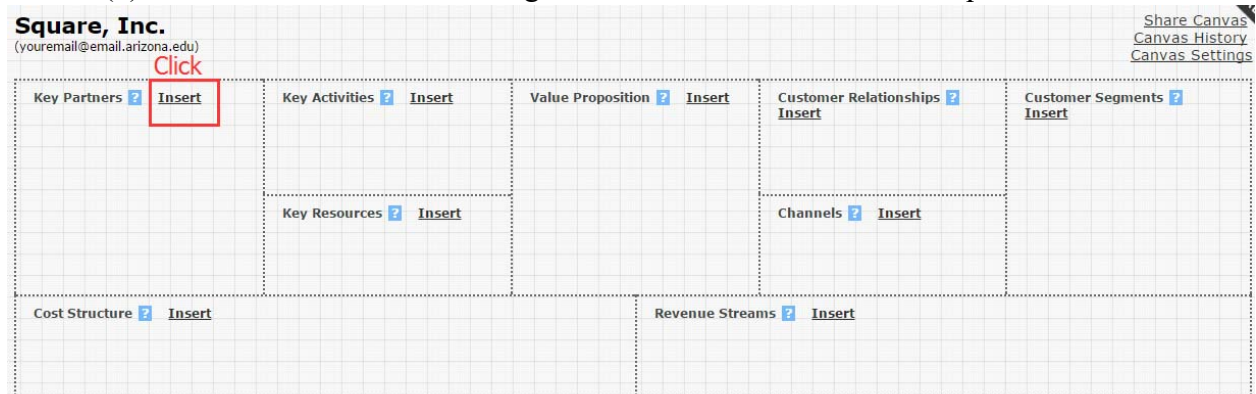
Your Email:

Type the code [new code](#)

shown

[Start Canvanizing!](#)

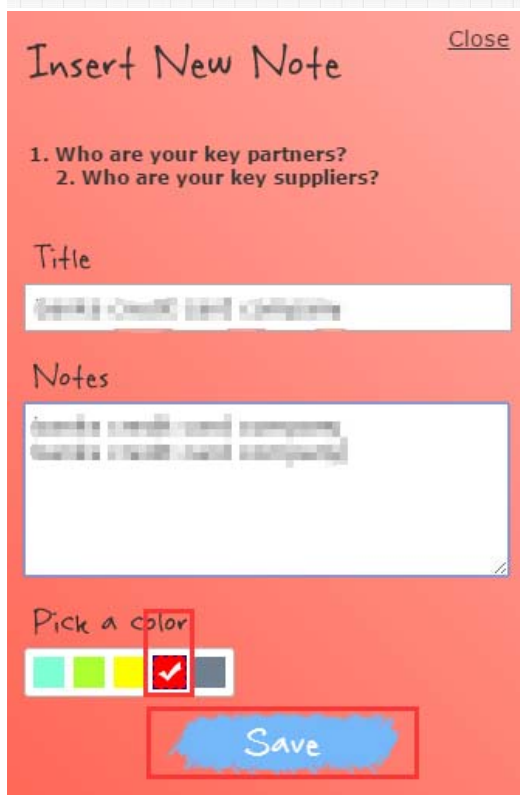
(2) Click “Insert” to start building the business model canvas for Square.



Square, Inc.
(youremail@email.arizona.edu)

[Share Canvas](#)
[Canvas History](#)
[Canvas Settings](#)

Key Partners ? Insert	Key Activities ? Insert	Value Proposition ? Insert	Customer Relationships ? Insert	Customer Segments ? Insert
	Key Resources ? Insert		Channels ? Insert	
Cost Structure ? Insert	Revenue Streams ? Insert			



Insert New Note [Close](#)

1. Who are your key partners?
2. Who are your key suppliers?

Title

Notes

Pick a color
☐ ☐ ☐ ☒ ☐

[Save](#)

Deliverables

Take a screen shot of your final result and paste it on a word file **yourNetID_L2.docx**, submit in TurnItIn.

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