

Business Model Canvas

23rd Oct 2024

Strategy

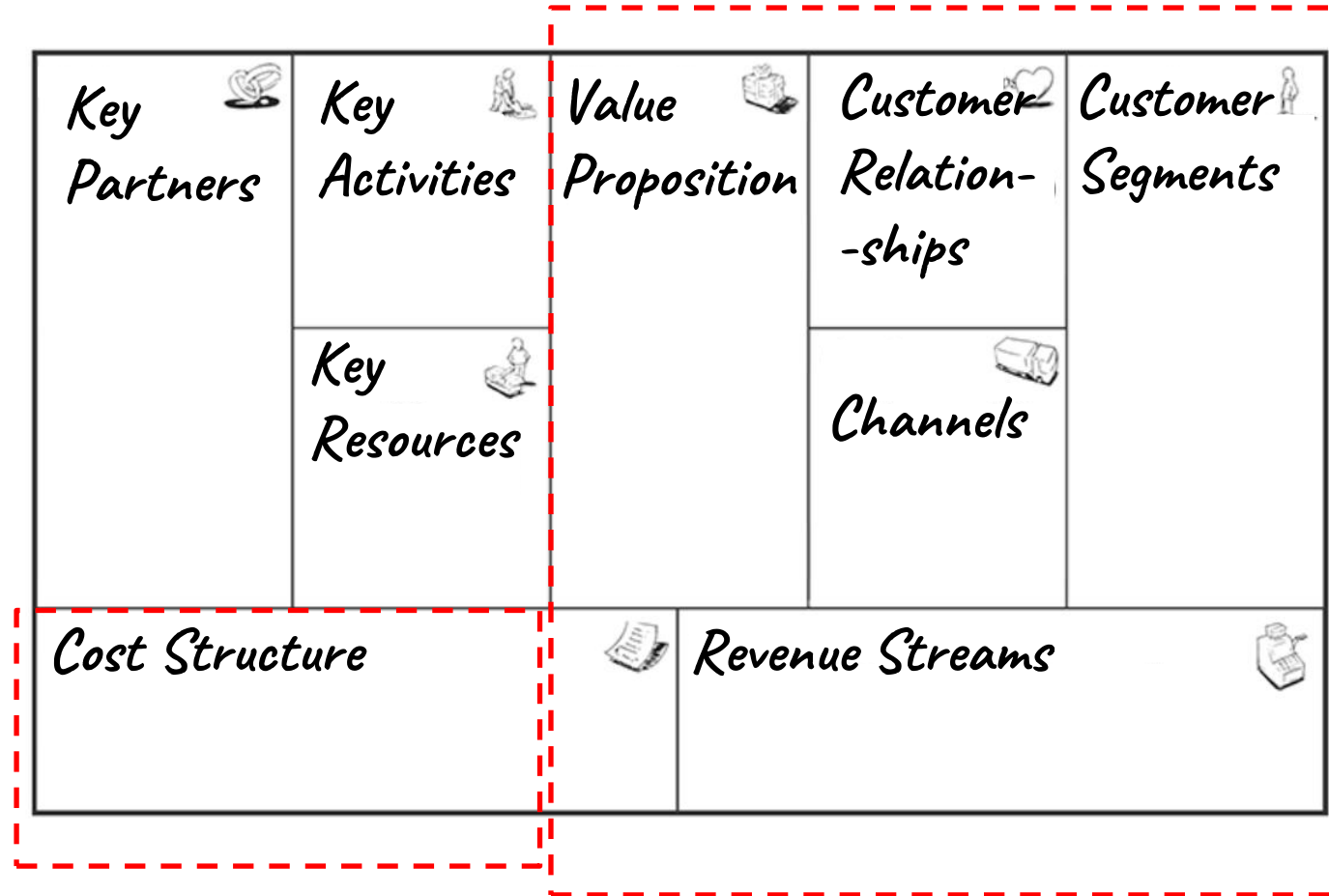
- matching an **unmet customer need** with your **unique ability** to serve to create **all around value**
- an integrated set of **choices**, including **what not to do**

Business

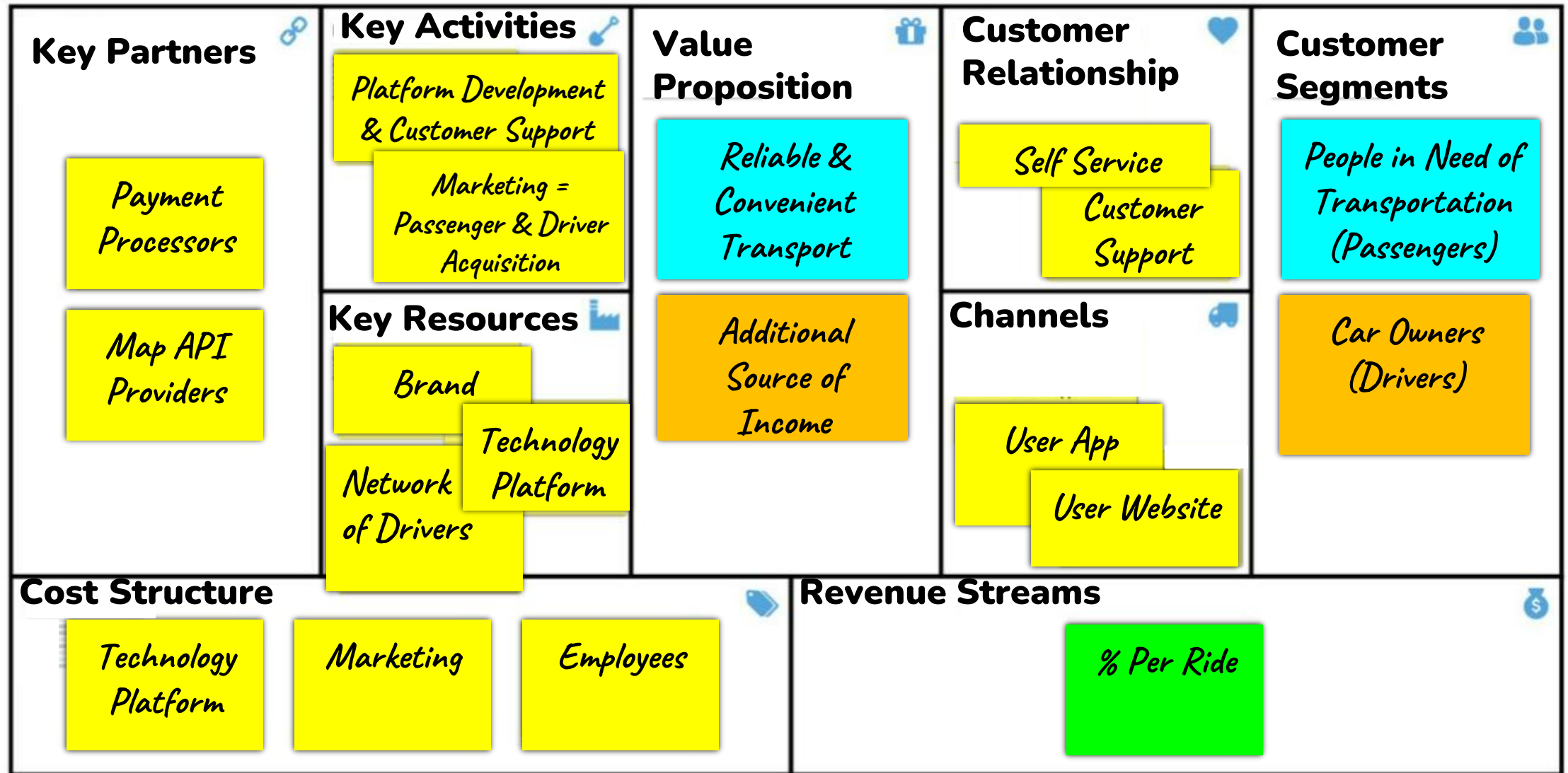
- An Organization that **creates, delivers, captures and sustains/grows** value
- Business model show the logic of how a company intends to make money
 - ✓ A **blueprint** for a strategy to be implemented through **organizational structures, processes, and systems**

Building a Business Model with BMC

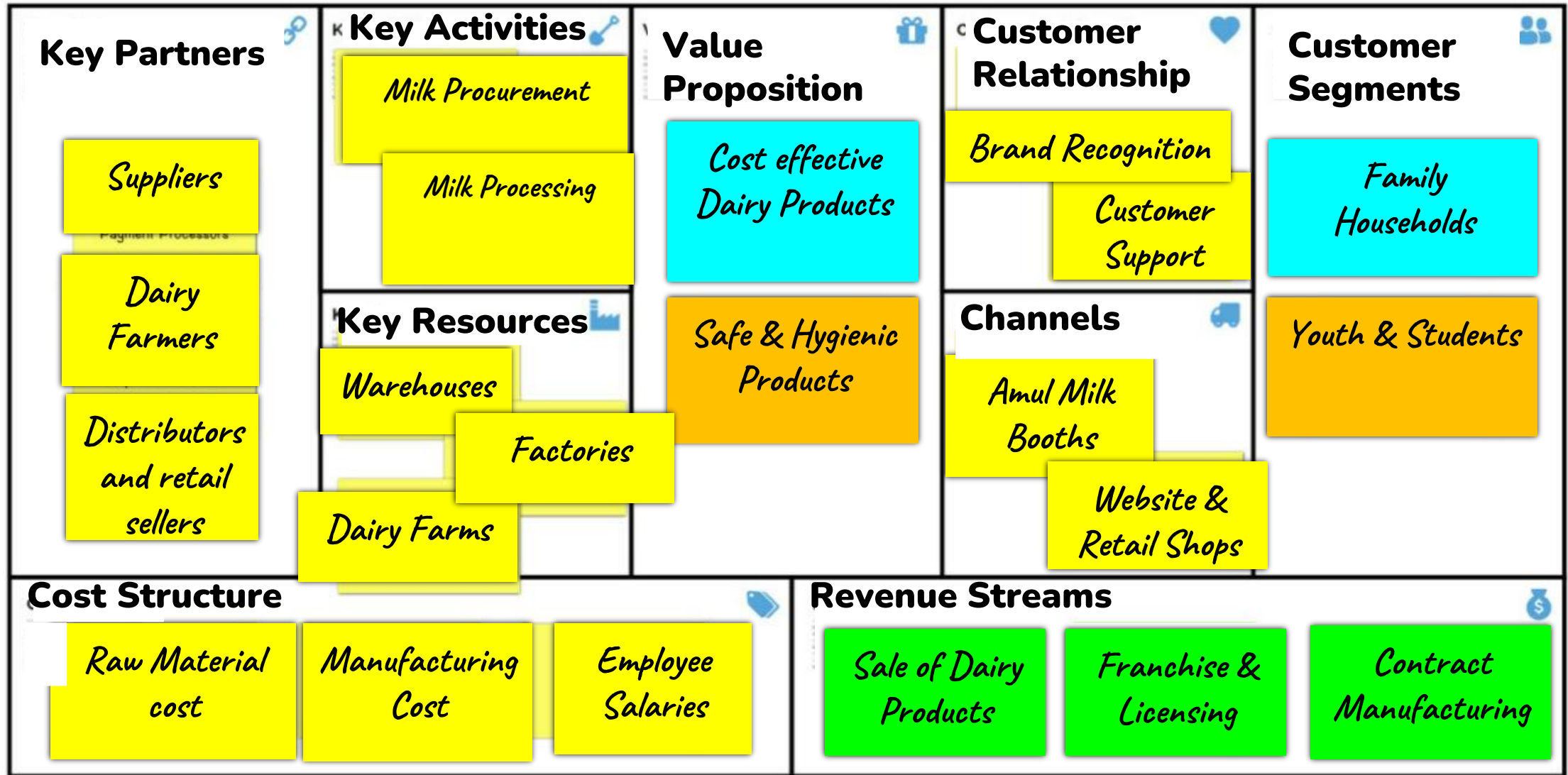
- What do you sell?
- To whom do you sell it?
- How do you acquire customers?
- What is a typical transaction?
- How will you go to market?
- How does product flow?
- Who else is involved
 - Distributor / Partner
 - Advertiser
- How do you make money ?



Sample BMC : Uber



Sample BMC : Amul



Sample BMC : Apple

