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? Which Key Activities do partners perform?

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

Our Distribution Channels?

Customer Relationships?

Revenue streams?

Platform/Network

What Key Activities do our Value Propositions require?



Value Propositions

Which one of our customer's problems are we

What bundles of products and services are we

What value do we deliver to the customer?

offering to each Customer Segment?

Which customer needs are we satisfying?



Customer Relationships

What type of relationship does each of our

Customer Segments expect us to establish

How are they integrated with the rest of our



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

Customer Segments

Mass Market Niche Market Segmented Diversified

Multi-sided Platform

CATERGORIES Production Problem Solving

Key Resources

Intellectual (brand patents, copyrights, data)

Revenue Streams?

TYPES OF RESOURCES

Financial

What Key Resources do our Value Propositions require?

Our Distribution Channels? Customer Relationships?

CHARACTERISTICS Newness Performance Customization "Getting the Job Done" Brand/Status

helping to solve?

Cost Reduction Risk Reduction Accessibility Convenience/Usability **EXAMPLES**

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

business model?

How costly are they?

and maintain with them?

Which ones have we established?

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?

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

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

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











