**BUSINESS MODEL CANVAS**

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*At this stage we are looking to generate \*ideas\* so please just include potential or possible elements in your response to these items, the content provided here does not have to be concrete.*

*This work will be essential in allowing the consortium as a whole create a solid exploitation plan and go-to-market strategy so that we can focus all of our dissemination activity appropriately.*

*I have broken down each element below with questions to consider and additional elements to guide your responses.*  
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The Business Model Canvas asks you to consider nine elements with regard to each exploitable item. The seven items are:

1. Key Partners
2. Key Activities
3. Value Propositions
4. Customer Segments
5. Channels
6. Key Resources
7. Cost Structure
8. Customer Relationships
9. Revenue Streams

**1. Key Partners**  
Who are our Key Partners?

Who are our key suppliers?

Which Key Resources are we acquiring 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

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**2. Key Activities**

What Key Activities do our Value Propositions require?

Our Distribution Channels?

Customer Relationships?

Revenue streams?

**Categories of activity**

Production

Problem Solving

Platform/Network

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**3. 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?

**Characterisitics of value propositions**

Newness

Performance

Customization

“Getting the Job Done”

Design

Brand/Status

Price

Cost Reduction

Risk Reduction

Accessibility

Convenience/Usability

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**4. Customer Segments**

For whom are we creating value?  
Who are our most important customers?  
Mass Market  
Niche Market  
Segmented  
Diversified  
Multi-sided Platform

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**5. 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?

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**6. 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

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**7. 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?

Are your plans 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

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**8. 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

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**9. 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?

For whom are we creating value?

Who are our most important customers?

**Market types**

Mass Market

Niche Market

Segmented

Diversified

Multi-sided Platform

**Relationships**

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**Examples**

Personal assistance

Dedicated Personal Assistance

Self-Service

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Communities

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What Key Activities do our Value Propositions require?

Our Distribution Channels?

Customer Relationships?

Revenue streams?

**Catergories**

Production

Problem Solving

Platform/Network

What Key Resources do our Value Propositions require?

Our Distribution Channels? Customer Relationships?

Revenue Streams?

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“Getting the Job Done”

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**Types**

Asset sale

Usage fee

Subscription Fees

Lending/Renting/Leasing

Licensing

Brokerage fees

Advertising

**Fixed pricing**

List Price

Product feature dependent

Customer segment dependent

Volume dependent

**Dynamic pricing**

Negotiation (bargaining)

Yield Management

Real-time-Market

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