

THE BUSINESS MODEL CANVAS

Business idea

Designed by

Date

Version

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



THE 9 BUILDING BLOCKS

<p>Key Partners:</p> <ul style="list-style-type: none"> Who are our Key Partners? Who are our Key Suppliers? Which Key Resources are we acquiring from partners? Which Key Activities do Partners perform? <p>Motivations for Partnerships:</p> <ul style="list-style-type: none"> Optimization and economy Reduction of risk and uncertainty Acquisition or particular resources and activities 	<p>Key Activities:</p> <ul style="list-style-type: none"> What Key Activities do our Value Propositions require? Our Distributions Channels? Customer Relationships? Revenue streams? <p>Categories:</p> <ul style="list-style-type: none"> Production Problem Solving Platform/Network 	<p>Value Proposition</p> <ul style="list-style-type: none"> What value do we deliver to the customer? Which customer problem are we solving? What bundles of products and services are we offering to each Customer Segment? Which customer needs are we satisfying? <p>CHARACTERISTICS:</p> <ul style="list-style-type: none"> Newness Performance Customization 'Getting the Job Done' Brand Design Price Cost Reduction Risk Reduction Accessibility Convenience/Usability 	<p>Customer Relationships</p> <ul style="list-style-type: none"> What type of relationship does each of our Customer Segments expect us to establish and maintain with them? Which hones have we established? How are they integrated with the rest of our business model? How costly are they? <p>EXAMPLES:</p> <ul style="list-style-type: none"> (Dedicated) Personal assistance Self-Service Automated Services Communities Co-creation 	<p>Customer Segments</p> <ul style="list-style-type: none"> For whom are we creating value? Who are our most important customers? Mass Market Niche Market Segmented Diversified Multi-sided Platform
<p>Key Resources</p> <ul style="list-style-type: none"> What Key Resources do our Value Propositions require? Our Distribution Channels? Customer Relationships? Revenue Streams? <p>TYPES OF RESOURCES:</p> <ul style="list-style-type: none"> Physical Intellectual Human Financial 		<p>Channels</p> <ul style="list-style-type: none"> 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? <p>CHANNEL PHASES</p> <ul style="list-style-type: none"> Awareness: How do we raise awareness about the product? Evaluation: How do we help customers evaluate our organization's Value Proposition? Purchase: How do we allow customers to purchase specific products and services? Delivery After Sales 		

<p>Cost Structure</p> <ul style="list-style-type: none"> What are the most important costs inherent in our business model? Which Key Resources are most expensive? Which Key Activities are most expensive? Fixed Costs (salaries, rents, utilities) Variable costs Economies of scale Economies of scope 	<p>Revenue Streams</p> <ul style="list-style-type: none"> For what value are our customers really willing to pay? For wat 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? <p>TYPES: Asset sale, Usage fee, Subscription fees, Lending/Renting/Leasing, Licensing, Brokerage fees, Advertising</p> <p>FIXED PRICING: List Price, Product feature dependent, Customer segment dependent, Volume dependent</p> <p>DYNAMIC PRICING: Negotiation (bargaining), Yield Management, Real-time Market</p>
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