Business Model Canvas

Key Partners

Who are your key partners?

Who are your key suppliers?

Which key resources are you sourcing/acquiring from partners or suppliers?

Which Key Activities do partners or suppliers perform?

MOTIVATIONS FOR PARTNERSHIPS

Optimisation and economy

Reduction of rick and uncertainty Acquisition of particular resources/activities

Key Activities

What are the key activities for value proposition?

Distribution channels?

Customer relationships?

Revenue streams?

CATEGORIES Production

Problem solving Platform/network

Key Resources

What key resources do your value proposition require?

Distribution channels?

Customer relationships?

Revenue streams?

TYPES OF RESOURCES Physical

Intellectual (brand, patents, copyrights, etc.) Human & financial

Cost Structure

What are the most important costs inherent in your business model?

Which Key Resources are most expensive?

Which Key Activities are most expensive?

IS YOUR BUSINESS MORE

Cost driven (leanest cost structure, low price value proposition, maximum automation, extensive outsourcing)

Value driven (focused on creating value, premium value proposition)

SAMPLE CHARACTERISTICS

Fixed costs (salaries, rent, utilities)

Variable costs

Economies of scale and scope

Value Propositions

What value do you deliver to the customers/users?

Which one of your customer's problems are you helping to solve?

What product or service bundles are you offering to each Customer Segment?

What customer needs are you satisfying?

CHARACTERISTICS

Newness Performance Customisation Design Brand/status Price Cost reduction **Risk reduction** Accessibility

Convenience/usability

Ħ

Customer Relationships

What type of relationship does each of your Customer Segments expect you to establish and maintain with them?

Which ones have you already established?

How are these relationships integrated with the rest of your business model?

EXAMPLES

- Personal assistance (dedicated personal assistance)
 - Self-service
- Automated services, etc.

Channels

×

Through what channels do your Customer Segments wish to be reached?

How are you reaching them now?

What channels work best / are most cost-effective?

CHANNEL PHASES

Raise your company's product / service awareness

Understand how customers evaluate your value proposition

Purchase, delivery, and after sales support



Revenue Streams

What are your customers truly willing to pay (what do the currently pay)?

How are they currently paying, and how would they prefer to pay?

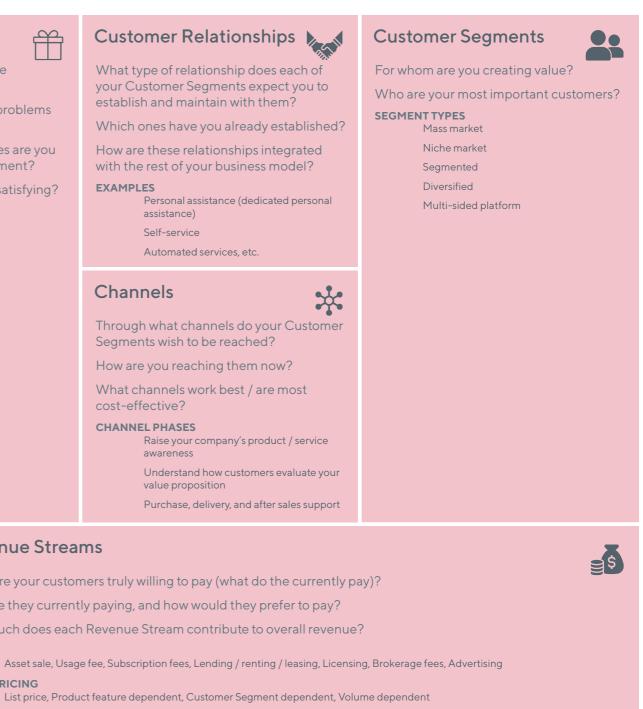
How much does each Revenue Stream contribute to overall revenue? TYPES

Asset sale, Usage fee, Subscription fees, Lending / renting / leasing, Licensing, Brokerage fees, Advertising **FIXED PRICING**

DYNAMIC PRICING

Negotiation (bargaining), Yield management, Real-time-market





Business Model Canvas

	Key Partners	Key Activities		Value Propositions		Customer Relationships	
		Key Resources				Channels	*
	Cost Structure				Revenue Strea	ms	



Customer Segments





