## The Business Model Canvas



J.C.

**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?

Optimization and economy Reduction of risk and uncertainty Acquisition of particular resources and activities

**Key Activities** 

**Key Resources** 

TYPES OF RESOURCES
Physical
Intellectual Brand patents, copyrights, data)
Human
Financial

Revenue Streams?

What Key Resources do our Value Propositions require?

Our Distribution Channels? Customer Relationships?

What Key Activities do our Value Propositions require? Our Distribution Channels? Oustomer Relationships? Revenue streams?

Production Problem Solving Plat form/Network



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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?

CHARACTERISTICS
Newness
Performance
Customization
'Getting the Job Done'
Design
Brand/Status
Price
Cost Reduction
Buth Beduction
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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?



**Customer Segments** 

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

Mass Market Niche Market Segmented Diversified Multi-sided Platform

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?

Awareness
 How do we raise awareness about our company's products and services?

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2. (wishalf on
their do we help contomers product our organization's Value Proposition's
Now do we above catemers to purchase specific products and services?

4. Dollway
Now do we delive a Value Proposition to customers?

5. After sales
Now 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?

IS YOUR BUSINESS MORE.
COST DIVEN Bearest cost structure, low price value proposition, maximum automation, extensive outsourcing) value prives focused on value creation, premium value proposition).

SAMPLE CHARACTERISTICS Fixed Costs (salaries, rents, uniques) Variable costs Economies of scale Economies of scape



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?

