

The Business Model Canvas

Designed for:

Designed by:

On:
Iteration:

<p>Key Partners (7) 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> <p>MOTIVATION FOR PARTNERSHIPS <i>Optimization and economy</i> <i>Reduction of risk and uncertainty</i> <i>Acquisition of particular resources and activities</i></p>	<p>Key Activities (5) What Key Activities do our Value Propositions require? Our Distribution Channels? Customer Relationships? Revenue streams?</p> <p>CATEGORIES <i>Production</i> <i>Problem Solving</i> <i>Platform/Network</i></p>	<p>Value Propositions (1) 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?</p> <p>CHARACTERISTICS TO CONSIDER <i>Newness</i> <i>Performance</i> <i>Customization</i> <i>"Getting the Job Done"</i> <i>Design</i> <i>Brand/Status</i> <i>Price</i> <i>Cost Reduction</i> <i>Risk Reduction</i> <i>Accessibility</i> <i>Convenience/Usability</i></p>	<p>Customer Relationships (4) GET HOLD GROW</p>	<p>Customer Segments (2) For whom are we creating value? Who are our most important customers? What functional or social jobs are getting done for the customer?</p> <p><i>Customer persona/archetype</i></p>			
	<p>Key Resources (6) What Key Resources do our Value Propositions require? Our Distribution Channels? Customer Relationships? Revenue Streams?</p> <p>TYPES OF RESOURCES <i>Physical</i> <i>Financial</i> <i>Human</i> <i>Intellectual (brand patents, copyrights, data)</i></p>	<p>What gain are we providing for customers? What pain are you solving for them?</p> <p>Minimum Viable Product (MVP)</p>	<p>Channels (3) 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> <p>CHANNEL PHASES <i>1. Awareness</i> <i>How do we raise awareness about our company's products and services?</i> <i>2. Evaluation</i> <i>How do we help customers evaluate our organization's Value Proposition?</i> <i>3. Purchase</i> <i>How do we allow customers to purchase specific products and services?</i> <i>4. Delivery</i> <i>How do we deliver a Value Proposition to customers?</i> <i>5. After sales</i> <i>How do we provide post-purchase customer support?</i></p>				
<p>Cost Structure (9) What are the most important costs inherent in our business model? Which Key Resources are most expensive? Which Key Activities are most expensive?</p> <p>IS YOUR BUSINESS MORE: <i>Cost Driven (leanest cost structure, low price value proposition, maximum automation, extensive outsourcing)</i> <i>Value Driven (focused on value creation, premium value proposition)</i></p> <p>SAMPLE CHARACTERISTICS: <i>Fixed Costs (salaries, rents, utilities)</i> <i>Variable costs</i> <i>Economies of scale</i> <i>Economies of scope</i></p>		<p>Revenue Streams (8) 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?</p> <table border="0"> <tr> <td data-bbox="1087 1182 1339 1429"> <p>TYPES <i>Asset sale</i> <i>Usage fee</i> <i>Subscription Fees</i> <i>Lending/Renting/Leasing</i> <i>Licensing</i> <i>Brokerage fees</i> <i>Advertising</i></p> </td> <td data-bbox="1339 1182 1671 1429"> <p>FIXED PRICING <i>List Price</i> <i>Product feature dependent</i> <i>Customer segment dependent</i> <i>Volume dependent</i></p> </td> <td data-bbox="1671 1182 1967 1429"> <p>DYNAMIC PRICING <i>Negotiation(bargaining)</i> <i>Yield Management</i> <i>Real-time-Market</i></p> </td> </tr> </table>			<p>TYPES <i>Asset sale</i> <i>Usage fee</i> <i>Subscription Fees</i> <i>Lending/Renting/Leasing</i> <i>Licensing</i> <i>Brokerage fees</i> <i>Advertising</i></p>	<p>FIXED PRICING <i>List Price</i> <i>Product feature dependent</i> <i>Customer segment dependent</i> <i>Volume dependent</i></p>	<p>DYNAMIC PRICING <i>Negotiation(bargaining)</i> <i>Yield Management</i> <i>Real-time-Market</i></p>
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