The Business Model Canvas

Designed for:

Designed by:

Date:

For whom are we creating value?

Who are our most important customers?

Version:

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?

MOTIVATIONS FOR PARTNERSHIPS Optimization and economy Reduction of risk and uncertainty Acquisition of particular resources and activities **Key Activities**

Key Resources

Intellectual (brand patents, copyrights, data)

Revenue Streams?

TYPES OF RESOURCES

What Key Resources do our Value Propositions require?

Our Distribution Channels? Customer Relationships?

Our Distribution Channels?

Customer Relationships?

Revenue streams?

CATERGORIES

Problem Solving

Platform/Network

Production

What Key Activities do our Value Propositions require?



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" Brand/Status

Customer Relationships

What type of relationship does each of our

Customer Segments expect us to establish

How are they integrated with the rest of our

and maintain with them?

business model?

Personal assistance

Automated Services

EXAMPLES

Self-Service

Communities

Co-creation

How costly are they?

Dedicated Personal Assistance

Which ones have we established?



Customer Segments



Mass Market Niche Market Segmented Diversified Multi-sided Platform

Cost Reduction **Risk Reduction** Convenience/Usability

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

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?

How do we allow customers to purchase specific products and services?

How do we deliver a Value Proposition to customers? 5. After sales How do we provide post-purchase customer support?

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?

FIXED PRICING

Usage fee Subscription Fees Lending/Renting/Leasing Brokerage fees Advertising

List Price Product feature dependent Customer segment dependent Volume dependent

DYNAMIC PRICING Negotiation (bargaining) Yield Management Real-time-Market

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 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







