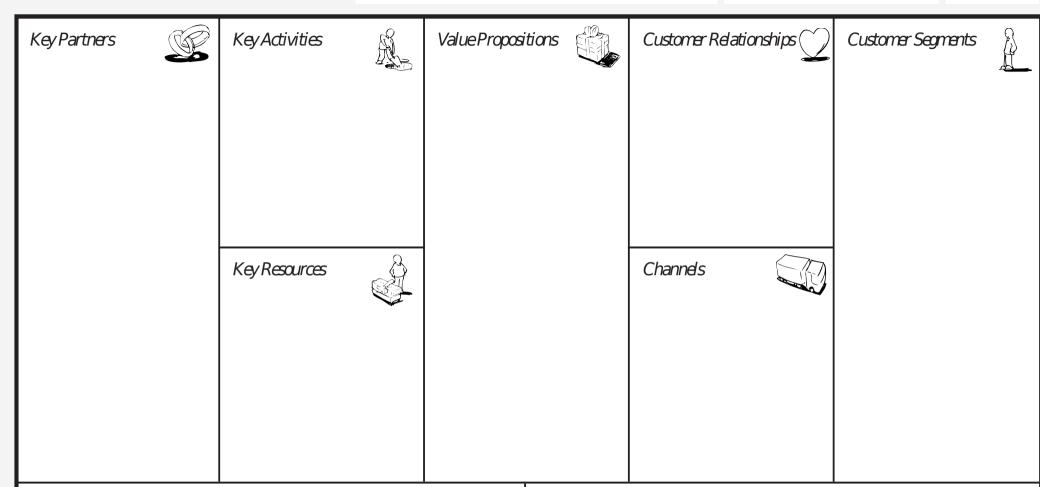
The Business Model Canvas

Designed for:

Designed by:

I teration:



Cost Structure



RevenueStreams



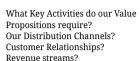
Key Partners



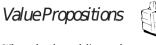
Who are our Key Partners? Who are our key suppliers? Which Key Resources are we acquiring from partners?

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



categories Production Problem Solving Platform/Network

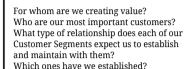


What value do we deliver to the customer? Which one of our customer's problems are we helping to solve? What bundles of products and services are we offering to each Customer Segment?

Which customer needs are we satisfying?

characteristics Newness Performance Customization "Getting the Job Done" Design Brand/Status Price Cost Reduction Risk Reduction Accessibility Convenience/Usability

Customer Relationships (



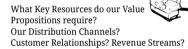
examples Personal assistance **Dedicated Personal Assistance** Self-Service **Automated Services** Communities Co-creation

Customer Segments

How are they integrated with the rest of our business model? How costly are they?

Mass Market Niche Market Segmented Diversifed Multi-sided Platformo

Key Resources



types of resources Physical Intellectual (brand patents, copyrights, data) Financial

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:

- 1. Awareness: How do we raise awareness about our company's products and services?
- Evaluation: How do we help customers evaluate our organization's Value Proposition?
- 3. Purchase: How do we allow customers to purchase specifc products and services
- 4. Delivery: How do we deliver a Value Proposition to customers? 5. After sales: How 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?

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)

www.businessmodelgeneration.com

Variable costs Economies of scale Economies of scope



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 types: dynamic pricing Asset sale List Price Negotiation(bargaining) Usage fee Product feature dependent Yield Managemen

Customer segment dependent Real-time-Market

Lending/Renting/Leasing Volume dependent

Licensing Brokerage fees Advertising

Subscription Fees







