










The Business Model Canvas

Designed for:

Designed by:

On: Day Month Year
 Iteration: No.

<h3>Key Partners</h3>  <p>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>KEY ACTIVITIES FOR PARTNERSHIPS: Optimization and economy Reduction of financial uncertainty Acquisition of particular resources and activities</p>	<h3>Key Activities</h3>  <p>What Key Activities do our Value Propositions require? Our Distribution Channels? Customer Relationships? Revenue streams?</p> <p>CUSTOMERS: Production Problem Solving Platform Network</p>	<h3>Value Propositions</h3>  <p>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: Unique Performance Customization "Getting the Job Done" Design Brand Status Price Cost Reduction Risk Reduction Availability Convenience/Usability</p>	<h3>Customer Relationships</h3>  <p>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?</p> <p>EXAMPLES: Personal assistance Dedicated Personal Assistance Self-Service Automated Services Communities Co-creation</p>	<h3>Customer Segments</h3>  <p>For whom are we creating value? Who are our most important customers?</p> <p>Mass Market Niche Market Segmented Diversified Multi-sided Platform</p>
	<h3>Key Resources</h3>  <p>What Key Resources do our Value Propositions require? Our Distribution Channels? Customer Relationships? Revenue Streams?</p> <p>TYPES OF KEY RESOURCES: Physical Intellectual (brand names, copyrights, data) Human Financial</p>		<h3>Channels</h3>  <p>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 PRINCIPLES: 1. Accessibility How do our customers obtain our company's products and services? 2. Efficiency How do our key customers evaluate our organization's Value Proposition? 3. Integration How do our key customers integrate our products and services? 4. Revenue How do our key customers purchase our products and services? 5. Adaptability How do our key customers purchase our products and services? 6. After sales How do our key customers purchase our products and services?</p>	
<h3>Cost Structure</h3>  <p>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>BY VALUE REVENUE MIX: Cost Drivers (Impact on cost structure, low price value proposition, maximum automation, extensive outsourcing) Value Drivers (Focused on value creation, premium value proposition)</p> <p>SAMPLE CHARACTERISTICS: Fixed/Cost-effective, scale, stability Variable, elastic Economies of scale Economies of scope</p>		<h3>Revenue Streams</h3>  <p>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> <p>TYPES: One-time Recurring Subscription Fee Licensing/Licensing/Leasing Advertising Brokerage/Join</p> <p>PRICE PRICING: Low Price Premium Customer segment dependent Volume dependent</p> <p>REVENUE PRICING: Usage-based/usage-based Fixed/contract/contracting Real-time/Market</p>		