

Business Model Canvas












The Business Model Canvas

Designed for:

Designed by:

Date:

Version:

<p>Key Partners </p> <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>INTEGRATIONS FOR PARTNERSHIP Optimization and economy Reduction of risk and uncertainty Acquisition of particular resources and activities</p>	<p>Key Activities </p> <p>What Key Activities do our Value Propositions require? Our Distribution Channels? Customer Relationships? Revenue streams?</p> <p>CATEGORIES Production Problem Solving Platform/Network</p>	<p>Value Propositions </p> <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 Benefits Performance Customization "Getting the Job Done" Design Brand/Status Price Cost Reduction Risk Reduction Accessibility Convenience/Usability</p>	<p>Customer Relationships </p> <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>	<p>Customer Segments </p> <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>																								
<p>Cost Structure </p> <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>IS YOUR BUSINESS MORE Cost Driven (lowest cost structure, low price value proposition, maximum automation, extensive outsourcing) Value Driven (focused on value creation, premium value proposition)</p> <p>SAMPLE CHARACTERISTICS Fixed Costs (salaries, rents, utilities) Variable Costs Economies of scale Economies of scope</p>	<p>Key Resources </p> <p>What Key Resources do our Value Propositions require? Our Distribution Channels? Customer Relationships? Revenue Streams?</p> <p>TYPES OF RESOURCES Physical Intellectual (brand, patents, copyrights, design) Human Financial</p>	<p>Channels </p> <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 PHASES 1. Awareness 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? 3. Purchase How do we allow customers to purchase specific 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?</p>	<p>Revenue Streams </p> <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> <table border="0"> <tr> <td>TYPE</td> <td>FIXED PRICING</td> <td>SHARED PRICING</td> </tr> <tr> <td>Asset sale</td> <td>List Price</td> <td>Negotiation (bargaining)</td> </tr> <tr> <td>Usage fee</td> <td>Product feature dependent</td> <td>Real-time Market</td> </tr> <tr> <td>Subscription Fee</td> <td>Customer segment dependent</td> <td></td> </tr> <tr> <td>Lending/renting/leasing</td> <td>Volume dependent</td> <td></td> </tr> <tr> <td>Licensing</td> <td></td> <td></td> </tr> <tr> <td>Strategic fees</td> <td></td> <td></td> </tr> <tr> <td>Advertising</td> <td></td> <td></td> </tr> </table>	TYPE	FIXED PRICING	SHARED PRICING	Asset sale	List Price	Negotiation (bargaining)	Usage fee	Product feature dependent	Real-time Market	Subscription Fee	Customer segment dependent		Lending/renting/leasing	Volume dependent		Licensing			Strategic fees			Advertising			
TYPE	FIXED PRICING	SHARED PRICING																										
Asset sale	List Price	Negotiation (bargaining)																										
Usage fee	Product feature dependent	Real-time Market																										
Subscription Fee	Customer segment dependent																											
Lending/renting/leasing	Volume dependent																											
Licensing																												
Strategic fees																												
Advertising																												

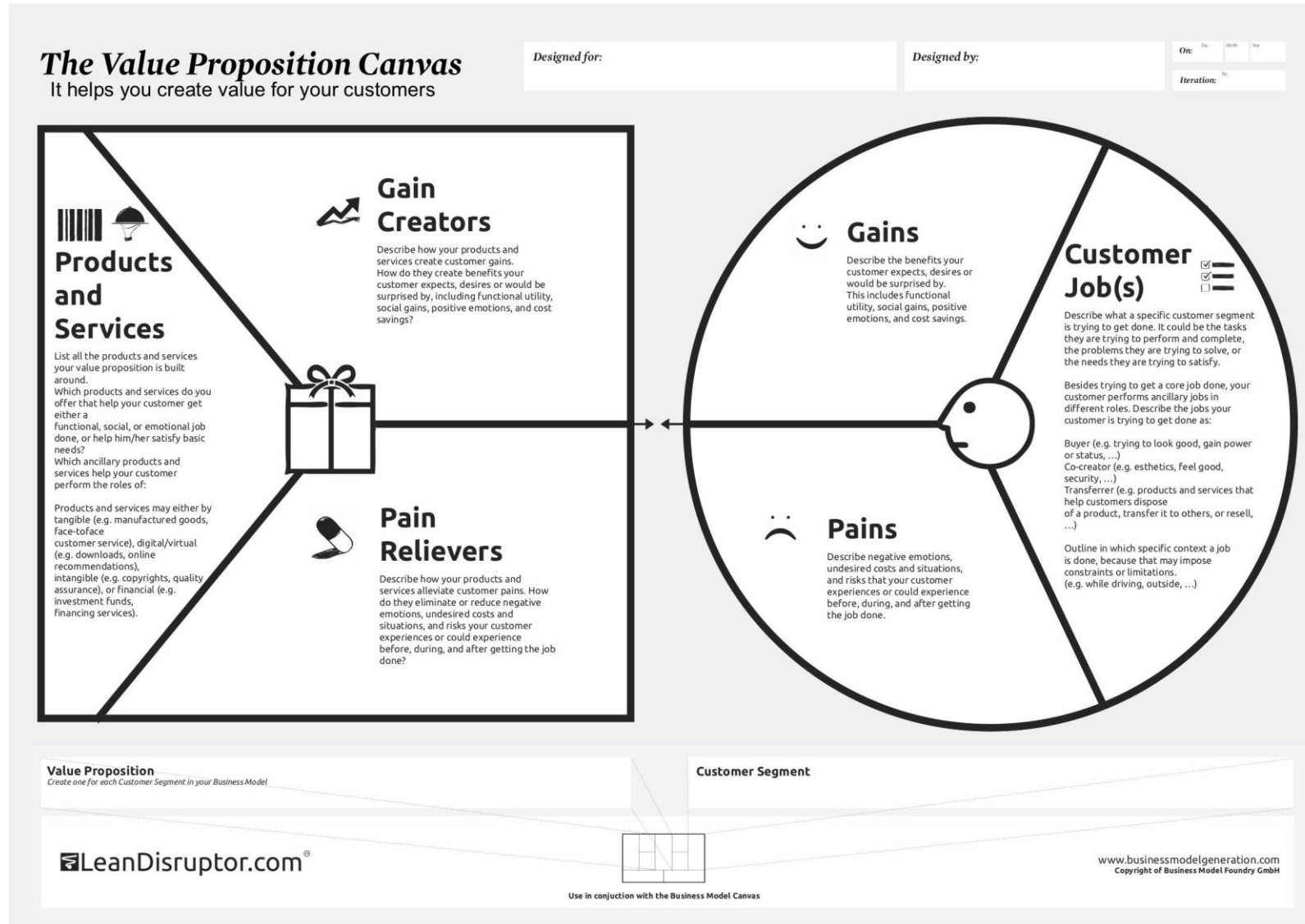
DESIGNED BY: Business Model Foundry AG
The makers of Business Model Generation and Strategizer

This work is licensed under the Creative Commons Attribution-Share Alike 3.0 Unported License. To view a copy of this license, visit: <http://creativecommons.org/licenses/by-sa/3.0/> or send a letter to Creative Commons, 171 Second Street, Suite 300, San Francisco, California, 94105, USA.



Source: [Strategyzer.com](https://www.strategyzer.com), 2024; Business Model Foundry AG; Licensed under [Creative Commons Attribution-Share Alike 3.0 Unported License](https://creativecommons.org/licenses/by-sa/3.0/)

Value Proposition Canvas

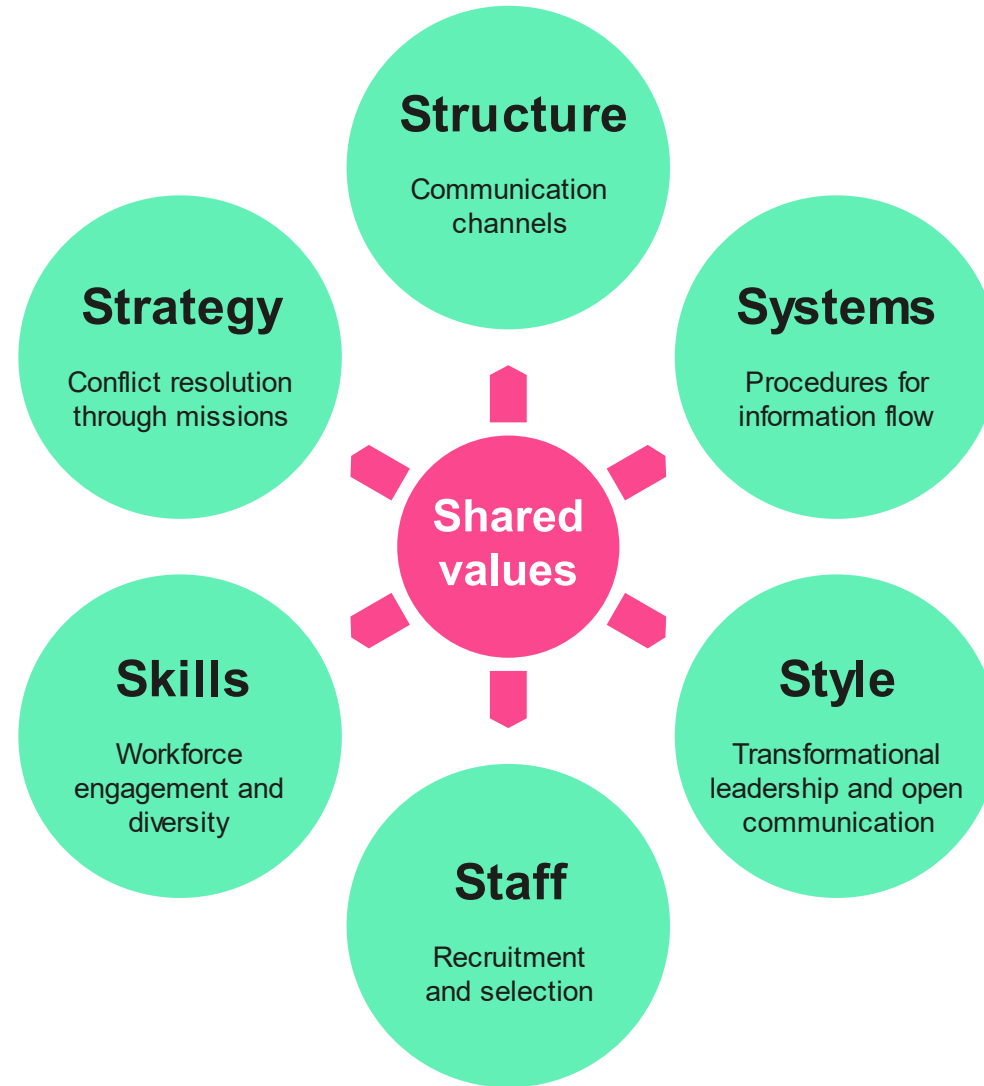


Source: [Strategyzer.com](https://www.strategyzer.com), 2024; Copyright of Business Model Foundry GmbH

Kotter 8 Step Model

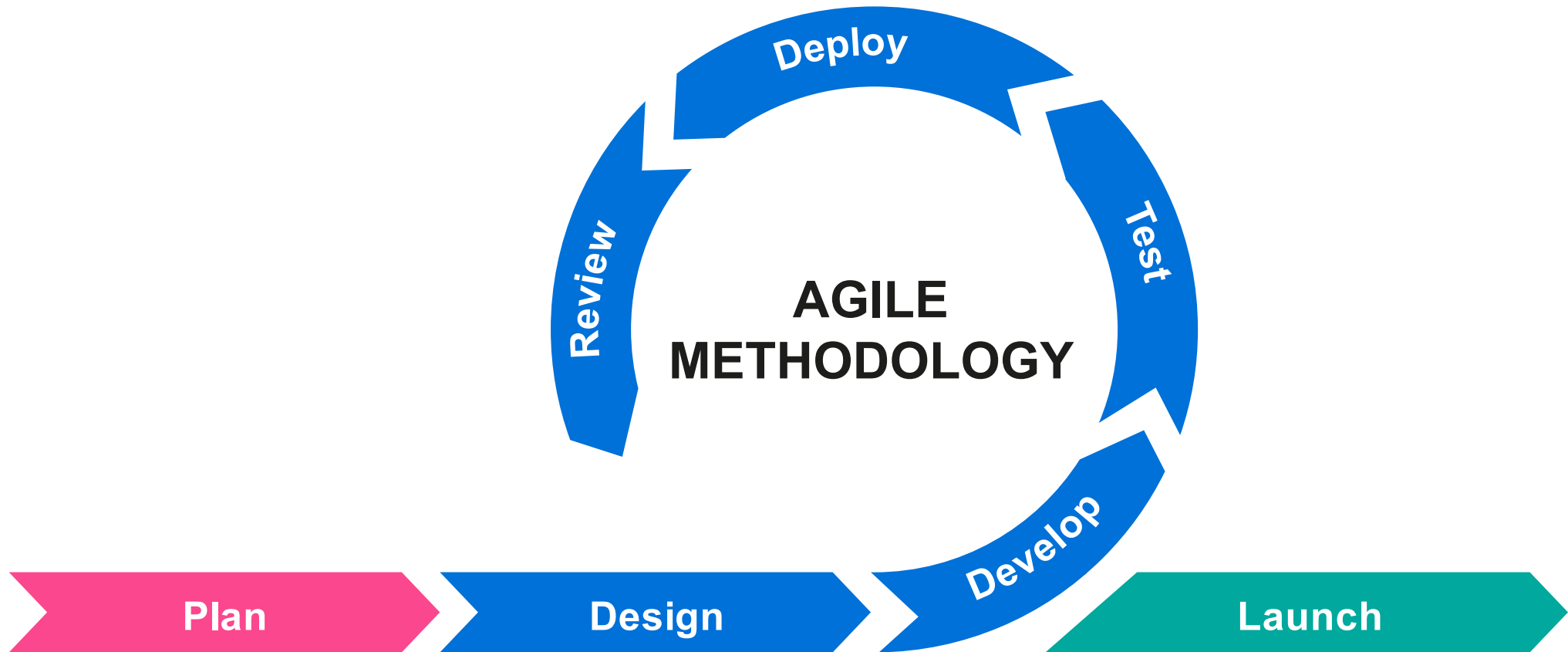


McKinsey 7-S Model



Source: www.mckinsey.com; *Enduring Ideas: The 7-S Framework*, 2008

Agile Methodology



Source: Association for Project Management; [What is agile project management?](#), 2024

Ten Types of Innovation

