The Business Model Canvas

*Designed for: Designed by: Date: Version:*

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  |  |  |  |  |  |  |
|  | Key PartnersWho are our Key Partners? Who are our key suppliers?Which Key Resources are we acquiring from partners? Which Key Activities do partners perform?MOTIVATION.FORPARTN!RIHIPS*Optimizationi1f!deconomy Reductionofriskandunc iMy Acqufsitioncfparticu/arresourcesandactivit:ies* | Key ActivitiesWhat Key Activities do our Value Propositions require? Our Distribution Channels?Customer Relationships?*Production*Z:r: e .::Znc | Value PropositionsWhat 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? | ■■ | Customer Relationships •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? | Customer Segments **J..I.**For whom are we creating value?Who are our most important customers?llicheMarl<et*5;:..";. ;r;:* |  |
|  |  | *"GettfngtlleJobDone"**:iZsraws* |  | Dedicated *Person.-/* Assistance Se/f-Servicf, |  |
|  |  | Accessibility*CorwMi nce/Usab/lity* |  |  |  |
|  | Key Resources |  |  | Channels |  |
|  | What Key Resources do our Value Propositions require'> Our Distribution Channels? Customer Relationships?Reve11ue Streams? |  |  | Through which Channels do our Customer Segments want to be reached?How are we reaching them now? How are our Channels integrated? |  |
|  | F'tlysica/ *lnteliectua/(brandpatents,copyrights,d.l.t<IJ Human* |  |  | How are we integrating them with customer routines? |  |
|  |  |  |  | *How do we raise awareness* about *oor company's products and* services? 2.Evaluation*HOwdowehe/pcustomerseva/uareourorgan.:,-aoon,svaluePropos/tion?*1. *Purcl!ase*

*How do we allow* customers to *f)<Jrchase* specific products *and services?** + *.Deliw,ry Howdow..del/verava/uePropositiontocustomers?*

5.Aftersa/es*How do we provide post·f)<Jrchase customer support?* |  |
|  | Cost Structure | Revenue Streams |  |
| What are the most important co5ts inherent in our bu5ines5 model? Which Key Resources are most expensive?Whid7 Key Activities are mo5t expen5ive?*Cost Driven (lwn.-stcost structure, low price* va/11<1 *proposition,* maximum *automation, extensive outsourcing) Va!ueDt1Vf!n(focusedonva/uecreation,prem/umvaJuepropos/tion)* | For what value are our cu5tomers realty 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 overaJI revenues? |
| *FixedCosts(sa!aries,rents,utilities) V.tria.t>leC05t>* | Asset sale UstPrice*u<agefee Productfeaturedeperldent**5ubscriptionFees Customer segment**Lending/Renting/Leasing dependent**Licensing VO/umedeperldent Brokeraf}efees**Aa'Vertising* |
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C @ @ **ti)** *IT'\* [ **DESIGNED ev:** Business Model Foundry AG

***v:::::J \.!I*** *The makers of Business Model Generation and Strategyzer*

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