Iteration:

# Key Partners

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



## Key Activities

THE BUSINESS MODEL CANVAS

What Key Activities do our Value Propositions require? Our Distribution Channels? Customer Relationships? Revenue streams?



CATEGORIES
Production
Problem Solving
Platform/Network

## 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?

Customization
"Getting the Job Done"
Design

Accessibility
Convenience/Usability

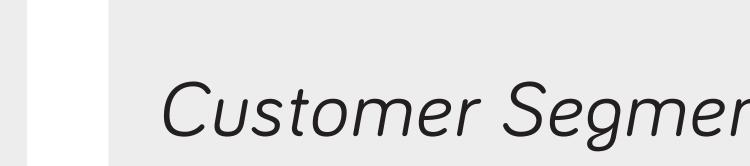


### Customer Relationships

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?

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



For whom are we creating value?



What Key Resources do our Value Propositions require? Our Distribution Channels? Customer Relationships? Revenue Streams?



TYPES OF RESOURCES Intellectual (brand patents, copyrights, data)

#### Channels

want to be reached?

How are our Channels integrated? Which ones work best?

How are we integrating them with customer routines?

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

# Customer Segments

Who are our most important customers?

Mass Market Niche Market Segmented Diversified Multi-sided Platform



Through which Channels do our Customer Segments

How are we reaching them now? Which ones are most cost-efficient?

How do we help customers evaluate our organization's Value Proposition?

How do we provide post-purchase customer support?

## Cost Structure

Variable costs

Economies of scale

Economies of scope

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)



#### 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?

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

FIXED PRICING List Price Product feature dependent Customer segment dependent

Volume dependent DYNAMIC PRICING

Negotiation( bargaining) Yield Management Real-time-Market







