

Business Model Canvas

Fill in the Business Model Canvas in this order:

- 1. Customer segments
- 2. Value propositions
- 3. Channels
- 4. Customer relationships
- 5. Key activities
- 6. Key resources
- 7. Key partners
- 8. Cost structure
- 9. Revenue streams

<p>Key Partners</p> <p>Network of suppliers and partners that support the business model.</p> <ul style="list-style-type: none"> ▪ Who are our Key Partners and key suppliers? ▪ Which Key Resources are we acquiring from partners? ▪ Which Key Activities do partners perform? 	<p>Key Activities</p> <p>Important activities that a company must do to make its business model work.</p> <ul style="list-style-type: none"> ▪ What Key Activities do our Value Propositions require? 	<p>Value Propositions</p> <p>How the firm solves customer problems and satisfies customer needs? Eg. newness, performance, brand, price, etc.</p> <ul style="list-style-type: none"> ▪ What value do we deliver to the customer? ▪ Which customer's pain-point or needs are we addressing? 	<p>Customer Relationships</p> <p>How customer relationships are established and maintained eg. self-service, personal assistance, automated service etc.</p> <ul style="list-style-type: none"> ▪ What type of relationship does each of our Customer Segments expect us to establish and maintain with them? 	<p>Customer Segments</p> <p>One or several specific customer segments served by the business.</p> <ul style="list-style-type: none"> ▪ For whom are we creating value? ▪ Who are our most important customers?
7	5	2	4	1
<p>Key Resources</p> <p>Important assets required to make a business model work.</p> <ul style="list-style-type: none"> ▪ What Key Resources do our value propositions require? 	<p>Channels</p> <p>How company communicates with and reaches customers to deliver value proposition?</p> <ul style="list-style-type: none"> ▪ Through which channel do our customer segment want to be reached? E.g. Online, partners, brick and mortar stores, etc. 	<p>Cost Structure</p> <p>Cost drivers within the business model and rationale for how they are organised.</p> <ul style="list-style-type: none"> ▪ What are the most important cost drivers in your business model? ▪ Which Key Resources/Activities are most expensive? 	<p>Revenue Streams</p> <p>Means of generating revenue from customers and how this revenue stream is organised.</p> <ul style="list-style-type: none"> ▪ What are the customers willing to pay and for what value? ▪ 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? 	
6	3	8	9	