## **The Business Model Canvas**

Designed for:

Designed by:

Key Partners   Who are our Key Partners?   Who are our key suppliers?   Which Key Resources are we acquairing from partners?   Which Key Activities do partners perform?   Dytention and economy   Roduction of particular resources and activities	Key Activities Image: Constraint of the second	Value Propositions Image: Construct State St	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? EXAMPLES Personal assistance Self-Service Self-Services Co-creation
	<section-header><section-header><section-header><section-header><section-header><section-header><section-header><section-header><section-header><section-header><section-header><text></text></section-header></section-header></section-header></section-header></section-header></section-header></section-header></section-header></section-header></section-header></section-header>	Accessibility Convenience/Usability	<section-header>Channels do our Customer Segments want to be reached? How are we reaching them now? How are we reaching them now? 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? <b>CUMEL PASE</b> <b>1.</b> Wareness <b>2.</b> Values <b>2.</b> Values <b>2.</b> Valuation <b>3.</b> Varchase Mod ow a faise awareness about our company's products and services? <b>2.</b> Valuation <b>3.</b> Parchase Mod ow a faise awareness about our company's products and services? <b>3.</b> Values <b>3.</b> Varchase Mod ow a lalow customers to purchase specific products and services? <b>4.</b> Delivery Mow do we deliver a Value Proposition to customers? <b>4.</b> Delivery Mow do we provide post-purchase customer support?</section-header>

## Cost Structure

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) Variable costs Economies of scale Economies of scope



## **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?

TYPES Asset sale Usage fee Subscription Fees Lending/Renting/Leasing Licensing Brokerage fees Advertising FIXED PRICING DYNAMIC PRICING List Price Negotiation (bargaining) Product feature dependent Yield Management Customer segment Real-time-Market dependent Volume dependent



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