**The Business Model Canvas**

Designed for:

Designed by: Date: Version:

Key Partners

Key Activities

Value Propositions

Customer Relationships

Customer Segments

Who are our Key Partners? Who are our key suppliers?

Which Key Resources are we acquairing from partners? Which Key Activities do partners perform?

**motivations for partnerships** Optimization and economy Reduction of risk and uncertainty

Acquisition of particular resources and activities

What Key Activities do our Value Propositions require? Our Distribution Channels?

Customer Relationships?

Revenue streams?

**catergories** Production Problem Solving Platform/Network

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?

**characteristics** Newness Performance Customization

“Getting the Job Done” Design

Brand/Status

Price

Cost Reduction Risk Reduction Accessibility Convenience/Usability

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

Dedicated Personal Assistance

Self-Service Automated Services Communities

Co-creation

For whom are we creating value?

Who are our most important customers?

Mass Market Niche Market Segmented Diversified

Multi-sided Platform

Key Resources

Channels

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

**types of resources**

Physical

Intellectual (brand patents, copyrights, data) Human

Financial

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?

**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?

Cost Structure

Revenue Streams

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)

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?

**sample characteristics**

Fixed Costs (salaries, rents, utilities) Variable costs

Economies of scale

Economies of scope

**types**

Asset sale Usage fee Subscription Fees

Lending/Renting/Leasing

Licensing Brokerage fees Advertising

**fixeD pricing**

List Price

Product feature dependent Customer segment dependent

Volume dependent

**Dynamic pricing**

Negotiation (bargaining) Yield Management

Real-time-Market

**DesigneD by**: Business Model Foundry AG

The makers of Business Model Generation and Strategyzer

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