

# The Business Model Canvas

Designed for:

Designed by:

On:  Day  Month  Year  
Iteration:

## Key Partners



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

**NOTIFICATIONS FOR PARTNERSHIPS:**  
*Optimization and leverage  
Reduction of risk and uncertainty  
Acquisition of particular resources and activities*

## Key Activities



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

**CATEGORIES:**  
*Production  
Distribution  
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?

**CHARACTERISTICS:**  
*Revenue  
Performance  
Customization  
"Getting the Job Done"  
Design  
Brand/Status  
Price Reduction  
Risk Reduction  
Availability  
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?

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

## Customer Segments



For whom are we creating value?  
Who are our most important customers?

**MARKET TYPES:**  
*Mass Market  
Niche Market  
Segmented  
Diversified  
Multi-sided Platform*

## Key Resources



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*

## Channels



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 TYPES:**  
*1. Direct sales  
How do we take customers through our company's products and services?  
2. Distribution  
How do we help customers conduct our organization's Value Proposition?  
3. Partnership  
How do we offer 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



What are the most important costs inherent in our business model?  
Which Key Resources are most expensive?  
Which Key Activities are most expensive?

**IN YOUR BUSINESS MODEL:**  
*Cost Drivers (determine cost structure, low price value proposition, maximum automation, extensive outsourcing)  
Value Drivers (determine value structure, premium value proposition)*

**SAMPLE CHARACTERISTICS:**  
*Fixed/Cost coefficient, scale, variable  
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?

**TYPE:**  
*Asset sale  
Usage fee  
Subscription Fee  
Lending/Renting/Leasing  
Licensing  
Brokerage fees  
Advertising*

**FIXED PRICING:**  
*List Price  
Product feature dependent  
Customer segment dependent  
Volume dependent*

**DYNAMIC PRICING:**  
*Negotiated (bargaining)  
Yield Management  
Real-time market*