**Business Model Canvass**

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| Boardroom**Key Partnerships**  Who are our key partners?  Who are our key suppliers?  Which key resources are we acquiring from partners?  Which key activities do partners perform?  *Motivations*  *Optimisation and Economy of Scale*  *Reduction of Risk and Uncertainty*  *Acquisition of resources and activities* | Gears**Key Activities**  What key activities do our value propositions require?  Our distribution channels?  Customer relationships?  Revenue streams?  *Categories of Key Activities*  *Production*  *Problem Solving*  *Platform/Network*  *Logistics* | Diamond**Value Propositions**  What 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* | | | Cycle with people**Customer Relationships**  What type of relationship does each customer segment expect?  What is in place now?  How are they integrated in our business model?  How costly are they?  *Examples*  *Dedicated Personal Assistance*  *Self-Service*  *Automated Services*  *Communities* | | Target Audience**Customer Segments**  For whom are we creating value?  Who are our most important customers?  *Types of Customer Segments*  *Mass Market*  *Niche Market*  *Segmented*  *Diversified* | |
| *Performance*  *Convenience Accessibility Newness*  *Usability*  *Design* | *Cost Reduction*  *Risk Reduction*  *Customisation*  *Brand*  *Status*  *Price* | |
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| Briefcase**Key Resources**  What key resources does our value proposition require?  Our distribution channels?  Customer relationships?  Revenue streams?  *Types of Resources*  *Physical*  *Intellectual (Brand Patents, Copyrights, Data)*  *Human*  *Financial* | Transfer**Channels**  How can our customer segments be reached?  How can the channels be integrated?  Which channels we use today?  Which one works best?  *Channel Types*  *Sales Force*  *Web Sales*  *Own/Partner Store*  *Wholesale* | |
| Coins**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:  Cost Driven (Leanest Cost Structure, Low Price Value Proposition, Maximum Automation, Extensive Outsourcing)  Value Driven (Focused on value creation, Premium Value Proposition)  *Examples of Characteristics*  *Fixed Costs*  *Variable Costs*  *Economies of Scale*  *Economies of Scope* | | | | Money**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 Fee*  *Advertising*  *Lending/Renting/Leasing*  *Licensing*  *Brokerage Fee* | | *Fixed Pricing*  *List Price*  *Product Feature Dependant*  *Customer Segment Dependant*  *Volume Dependant* | | *Dynamic Pricing*  *Negotiation (bargaining)*  *Yield Management*  *Real-time Market*  *Auctions* |
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