










The Business Model Canvas

Designed for:

Designed by:

On:
 Iteration:

<h3>Key Partners</h3>  <p>Who are our Key Partners? Who are our key suppliers? Which Key Resources are we acquiring from partners? Which Key Activities do partners perform?</p> <p>Key Partnerships: Distribution and logistics Production of key resources Acquisition of key resources and activities</p>	<h3>Key Activities</h3>  <p>What Key Activities do our Value Propositions require? Our Distribution Channels? Customer Relationships? Revenue Streams?</p> <p>Key Activities: Production Problem Solving Platform/Network</p>	<h3>Value Propositions</h3>  <p>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?</p> <p>Value Propositions: Revenue Performance Customization "Something that's new" Risk-free Access Convenience Cost Reduction Risk Reduction Interactivity Environmental Quality</p>	<h3>Customer Relationships</h3>  <p>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?</p> <p>Customer Relationships: Personal assistance Dedicated Personal Assistance Self-Service Automated Services Co-creation Co-innovation</p>	<h3>Customer Segments</h3>  <p>For whom are we creating value? Who are our most important customers?</p> <p>Mass Market Niche Market Community Multi-Sided Platform</p>
	<h3>Key Resources</h3>  <p>What Key Resources do our Value Propositions require? Our Distribution Channels? Customer Relationships? Revenue Streams?</p> <p>Key Resources: Physical Intellectual (brand, patents, copyrights, data) Human Financial</p>		<h3>Channels</h3>  <p>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?</p> <p>Channels: 1. Direct sales 2. Retailers 3. Partners 4. Sales force 5. Self-service 6. Agents</p>	
<h3>Cost Structure</h3>  <p>What are the most important costs inherent in our business model? Which Key Resources are most expensive? Which Key Activities are most expensive?</p> <p>Fixed Costs: Start-up (salaries, rent, utilities) Production (materials, labor, overhead) Distribution (logistics, warehousing) Marketing (advertising, promotion) Research and Development (R&D)</p> <p>Variable Costs: Production (materials, labor, overhead) Distribution (logistics, warehousing) Marketing (advertising, promotion) Research and Development (R&D)</p>	<h3>Revenue Streams</h3>  <p>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?</p> <p>Types: Asset Sale Usage Fee License Fee Commission Advertising Subscription Rental Royalty Brokerage Fee Advertising</p> <p>Revenue Streams: Product Sales Service Fees License Fees Commission Advertising Subscription Rental Royalty Brokerage Fee Advertising</p> <p>Revenue Models: Transactional Subscription Usage-based Commission Advertising Rental Royalty Brokerage Fee Advertising</p>			

