








BUSINESS MODEL CANVAS

A Business Model Canvas helps you look at the important parts of your business, such as what you're offering, who your customers are, how you'll reach them, and how you'll make money.

It's also a great way to see how your current business works, find areas of improvement, or see how a new product/service fits into your existing business. Below you'll find examples of questions to ask yourself to get a big-picture view of your business.










<p> Key Partners</p> <ul style="list-style-type: none"> 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>MOTIVATIONS FOR PARTNERSHIPS:</p> <ul style="list-style-type: none"> Optimization and economy Reduction of risk and uncertainty Acquisition of particular resources and activities 	<p> Key Activities</p> <ul style="list-style-type: none"> What Key Activities do our Value Propositions require? Our Distribution Channels? Customer Relationships? Revenue streams? <p>CATEGORIES:</p> <ul style="list-style-type: none"> Production/Manufacturing Sales/Marketing Service Delivery Networking 	<p> Value Propositions</p> <ul style="list-style-type: none"> 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>CHARACTERISTICS:</p> <ul style="list-style-type: none"> Performance ("we do it better") Speed ("we do it faster") Price ("we do it cheaper") Customization Cost Reduction Risk Reduction Accessibility Convenience/Usability 	<p> Customer Relationship</p> <ul style="list-style-type: none"> 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> Customer Segments</p> <ul style="list-style-type: none"> For whom are we creating value? Who are our most important customers? Is our customer base a Mass Market, or Specialized ("niche") <p>CHARACTERISTICS:</p> <ul style="list-style-type: none"> Gender Age Occupation Marital Status Household Income Location Preferred Language
<p> Cost Structure</p> <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>IS YOUR BUSINESS MORE:</p> <p>Cost Driven (leanest cost structure, low price value proposition, maximum automation, extensive outsourcing), Value Driven (focused on value creation, premium value proposition).</p> <p>SAMPLE CHARACTERISTICS: Fixed Costs (salaries, rents, utilities), Variable costs, Economies of Scale (e.g. buying raw materials in bulk)</p>		<p> Revenue Streams</p> <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, Subscription Fees, Lending/Renting/Leasing, Licensing, Brokerage fees, Advertising</p> <p>FIXED PRICING: List Price, Product feature dependent, Customer segment dependent, Volume dependent</p>		

F: BUSINESS MODEL CANVAS

Prepare: Grab a large sheet of paper or a whiteboard and a set of markers or pens. You can also print this Business Model Canvas to fill out.

Draw the Canvas: Sketch out the nine boxes of the Business Model Canvas. If you're using this template, this step is already done for you.

Review and Adjust: Once you've filled out all the boxes, step back and review your canvas. Look for areas of improvement or adjustment. The canvas is a dynamic tool, so feel free to update it as your business evolves.

 Key Partners	 Key Activities	 Value Propotions	 Customer Relationship	 Customer Segments
 Cost Structure	 Key Resources		 Channels	
		 Revenue Streams		