









**- Business Model Generation**

**TEAM NAME HERE**

**FILL OUT ALL 9 BOXES OF THE CANVAS IN ORDER 1 THUR 9**

<p><b>Key Partners</b>  <b>7</b></p> <p>Who are our Key Partners?</p>	<p><b>Key Activities</b>  <b>5</b></p> <p>What Key Activities do our Value Propositions require?</p>	<p><b>Value Propositions</b>  <b>1</b></p> <p>Which one of our customer's problems are we helping to solve? or Which customer needs are we satisfying? What is the specific product/service? What are the features that match customer needs?</p>	<p><b>Customer Relationships</b>  <b>4</b></p> <p>How will we Get, Keep and Grow customers?</p> <p><b>Channels</b>  <b>3</b></p> <p>Through which Channels do our Customer Segments want to be reached?</p>	<p><b>Customer Segments</b>  <b>2</b></p> <p>For who are we solving a problem or fulfilling a need? Who are the customers? Does the value proposition match their needs? Is this a single-sided or multi-sided market?</p>	<p><b>Cost Structure</b></p> <p>What are the most important costs in our business model?</p> <p> <b>9</b></p>	<p><b>Revenue Streams</b></p> <p>What is the revenue model? What are the pricing tactics? For what value are our customers willing to pay?</p> <p> <b>8</b></p>
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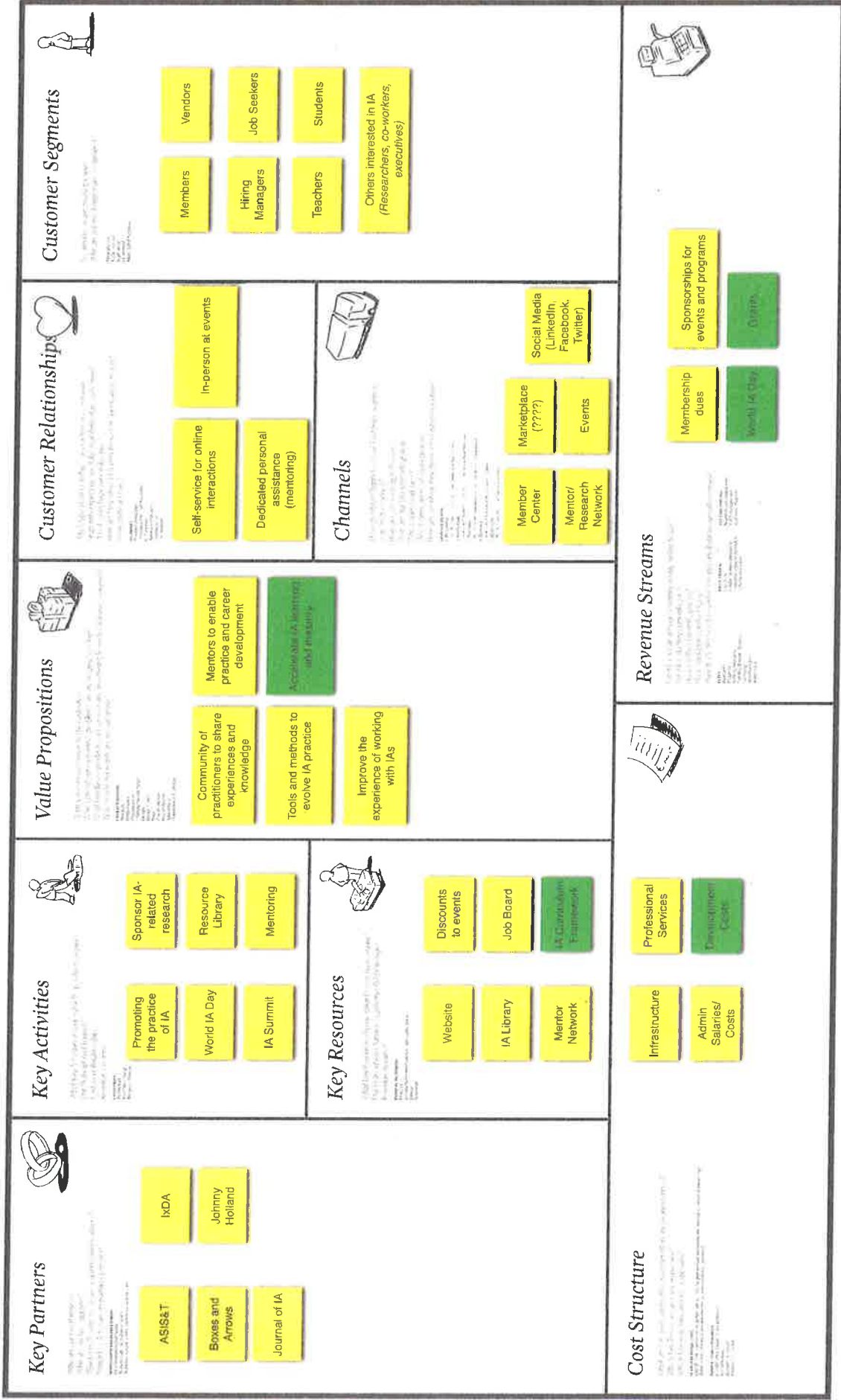
# The Business Model Canvas

Designed for: IA Institute

Designed by: You!

Date: 5/4/2012

Version: 2



Legend:  Current  Desired

- Who are our Key Partners?
- Who are our key suppliers?
- Which Key Resources are we acquiring from partners?
- Which Key Activities do partners perform?
- Motivation for Partnerships
- Optimization and economy
- Reduction of risk and uncertainty
- Acquisition of particular resources and activities

## Key Partners



- What Key Activities do our Value Propositions require?
- Our Distribution Channels?
- Customer Relationships?
- Revenue streams?
- **Categories**
- Production
- Problem solving
- Platform/Network

## Key Activities



- 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
- Brand, Status, Price
- Accessibility, Convenience, Usability

## Value Propositions



- Through which Channels do our Customer Segments want to be received?
- 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:** Awareness, Evaluation, Purchase, Delivery, and After Sales

## Channels



- For whom are we creating value?
- Who are our most important customers?
- **Examples**
- Mass Market
- Niche Market
- Segmented
- Diversified
- Multi-sided Platform

## Customer Segments



- What Key Resources do our Value Propositions require?
- Our Distribution Channels? Customer Relationships?
- Revenue Streams?
- **Types of Resources**
- Physical
- Intellectual (brand patents, copyrights)
- Human
- Financial

## Key Resources



- 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)
- **Characteristic:** Fixed/Variable Costs

## Cost Structure



- 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 revenue?

### 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

## Revenue Streams

