

## BUSINESS MODEL CANVAS

⑧ PARTNER NETWORK	⑦ KEY ACTIVITIES	② VALUE PROPOSITION (OFFER)	④ CUSTOMER RELATIONSHIPS	① CUSTOMER SEGMENTS
<p><b>Who are my key partners?</b> Describes the network of suppliers and partners that make the business model work. <i>Some activities are outsourced and some resources are acquired outside the business.</i></p> <p>a) Who are our Key Partners and Suppliers?</p> <p>b) Which key resources and activities are we acquiring from partners?</p> <p><b>Motivation for creating partnerships</b></p> <ul style="list-style-type: none"><li>Optimization and economy of scale</li><li>Reduction of risk and uncertainty</li><li>Acquisition of particular resources and activities</li></ul>	<p><b>What are my key Workstreams?</b> The most important things a company must do to make its business model work. <i>Key resources perform key activities</i></p> <p>a) What key activities does our value proposition require?</p> <p>b) What key activities do our distribution channels require?</p> <p>c) What key activities do our customer relationships require?</p> <p>d) What key activities do our revenue streams require?</p> <p><b>Some categories of key activities:</b></p> <ul style="list-style-type: none"><li>Production</li><li>Marketing</li><li>Problem Solving</li><li>Network</li></ul>	<p><b>What is my value proposition?</b> It seeks to solve customer problems and satisfy customer needs with value propositions – <i>the bundle of products and services that create value for a specific customer segment</i></p> <p>a) What value does &lt;the business&gt; deliver to the customers?</p> <p>b) Which problem are we helping them solve?</p> <p>c) Which customer needs are we satisfying?</p> <p><b>Customer value creation:</b></p> <ul style="list-style-type: none"><li>Getting the job done</li><li>Performance</li><li>Customization</li><li>Design</li><li>Brand/Status</li><li>Price</li></ul>	<p><b>What relationships do I entertain?</b></p> <p>Established and maintained with each customer segment. <i>Describes the types of relationships a company establishes with specific customer segments.</i></p> <p>What type of relationship does each of our customer segments expects us to establish and maintain with them?</p> <p><b>Drivers:</b></p> <ul style="list-style-type: none"><li>Customer Acquisition</li><li>Customer Retention</li><li>Boosting Sales (Up selling)</li></ul>	<p><b>Who is my customer?</b> A business serves on or several Customer Segments. <i>They are the people or organizations a business aims to reach</i></p> <p>a) For whom is &lt;the business&gt; creating value?</p> <p>b) Who are &lt;the business’s&gt; most important customers?</p> <p>They represent separate segments if:</p> <ul style="list-style-type: none"><li>Their needs require and justify a distinct offer</li><li>They are reached through different distribution channels</li><li>They require different types of relationships</li><li>They have substantially different abilities</li><li>They are willing to pay for different aspects of the offer</li></ul> <p>There are different types of Customer Segments. Here are some examples:</p> <ul style="list-style-type: none"><li>Mass market</li><li>Niche Market</li><li>Segmented</li><li>Diversified</li><li>Multi-sided platforms(or multi-sided markets)</li></ul>
	<p><b>⑥ KEY RESOURCES</b></p> <p><b>What are my key resources?</b> They are the assets required to offer and deliver the previously described elements. <i>The most important assets required to make a business model work.</i></p> <p>e) What key resources does our value proposition require?</p> <p>f) What key resources do our distribution channels require?</p> <p>g) What key resources do our customer relationships require?</p> <p>h) What key resources do our revenue streams require?</p> <p><b>Types of Resources</b></p> <ul style="list-style-type: none"><li>Physical</li><li>Intellectual</li><li>Human</li><li>Financial</li></ul>		<p><b>③ DISTRIBUTION CHANNELS</b></p> <p><b>What channels will I use?</b> Value propositions are delivered to customers through communication, distribution, and sales channels. <i>The way a company communicates with and reaches its customer segments to deliver a value proposition</i></p> <p>a) How do customers want to be reached?</p> <p>b) Through which channels are we reaching them now?</p> <p>c) How are we integrating them with customer routines?</p> <ul style="list-style-type: none"><li><b>Raising awareness among customers</b> about company products and services</li><li><b>Delivering a value proposition</b> to customers</li><li>Providing post-purchase <b>customer support</b></li></ul>	
<p><b>⑨ Cost Structure</b></p> <p><b>What does the Cost Structure look like?</b> The business model elements result in the cost structure. <i>All costs incurred to operate a business model</i></p> <p>a) What are the most important costs in our business model?</p> <p>b) Which key resources/activities are most expensive?</p>		<p><b>⑤ Revenue Streams</b></p> <p><b>What are my Revenue Streams?</b> The cash a company generates from each customer segment. <i>Revenue streams result from value propositions successfully offered to customers.</i></p> <p>a) For what value are our customers really willing to pay?</p> <p>b) How much does Revenue Stream contribute to overall revenues?</p> <p>The different types of revenue streams:</p> <ul style="list-style-type: none"><li>Transaction revenues resulting from one-time customer payment</li><li>Recurring revenues resulting from ongoing payments to either deliver a value proposition to customers, or provide post-purchase customer support</li></ul>		