

LAB 08

**TOOLKIT CREATION**

THE BUSINESS MODEL CANVAS

**DESIGNED FOR:**

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**DESIGNED BY:**

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Adapted from The Business Model Canvas, strategyzer.com

<p> <b>Key Partners</b></p> <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><b>Motivations for partnerships:</b> Optimization and economy Reduction of risk and uncertainty Acquisition of particular resources and activities</p>	<p> <b>Key Activities</b></p> <p>What Key Activities do our Value Propositions require? Our Distribution Channels? Customer Relationships? Revenue streams?</p> <p><b>Categories</b> Production Problem Solving Platform / Network</p>	<p> <b>Value Propositions</b></p> <p>What value do we deliver to the user? Which one of our user's problems are we helping to solve? What bundles of products and services are we offering to each User Group? Which customer needs are we satisfying?</p> <p><b>Characteristics:</b> Newness Performance Customization "Getting the job done" Design Brand / Status Price Cost Reduction Accessibility Convenience / Usability</p>	<p> <b>User Relationships</b></p> <p>What type of relationship does each of our User? 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><b>Examples:</b> Personal assistance Dedicated Personal Assistance Self-Service Automated Services Communities Co-creation</p>	<p> <b>User Segments</b></p> <p>For whom are we creating value? Who are our most important users?</p> <p>Mass Market Niche Market Segmented Diversified Multi-sided Platform</p>																								
<p> <b>Key Resources</b></p> <p>What Key Resources do our Value Propositions require? Our Distribution Channels? User Relationships? Revenue Streams?</p> <p><b>Types of resources</b> Physical Intellectual (brand patents, copyrights, data) Human Financial</p>		<p> <b>Channels</b></p> <p>Through which Channels do our User Groups 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><b>Channels phases:</b> 1. <b>Awareness:</b> How do we raise awareness about our company's services? 2. <b>Evaluation:</b> How do we help users evaluate our organization's Value Proposition? 3. <b>Purchase:</b> How do we allow users to purchase specific services? 4. <b>Delivery:</b> How do we deliver a Value Proposition to users? 5. <b>After Sales:</b> How do we provide post-purchase user support?</p>																										
<p> <b>Cost Structure</b></p> <p>What are the most important cost inherent in our business model? Which Key Resources are most expensive? Which Key Activities are most expensive?</p> <p><b>Is our business more:</b> Cost Driven (leanest cost structure, low price value proposition, maximum automation, extensive outsourcing) Value Driven (focused on value creation, premium value proposition)</p> <p><b>Sample characteristics:</b> Fixed Costs (salaries, rents, utilities) Variable costs Economics of scale Economics of scope</p>		<p> <b>Revenue Streams</b></p> <p>For what value are our users 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> <table border="0"> <tr> <td><b>Types</b></td> <td><b>Fixed Pricing</b></td> <td><b>Dynamic Pricing</b></td> </tr> <tr> <td>Asset sale</td> <td>List Price</td> <td>Negotiation (bargaining)</td> </tr> <tr> <td>Usage fee</td> <td>Product feature depend</td> <td>Yield Management</td> </tr> <tr> <td>Subscription Fees</td> <td>Customer segment dependent</td> <td>Real-Time-Market</td> </tr> <tr> <td>Lending / Renting / Leasing</td> <td>Volume dependent</td> <td></td> </tr> <tr> <td>Licensing</td> <td></td> <td></td> </tr> <tr> <td>Brokerage fees</td> <td></td> <td></td> </tr> <tr> <td>Advertising</td> <td></td> <td></td> </tr> </table>			<b>Types</b>	<b>Fixed Pricing</b>	<b>Dynamic Pricing</b>	Asset sale	List Price	Negotiation (bargaining)	Usage fee	Product feature depend	Yield Management	Subscription Fees	Customer segment dependent	Real-Time-Market	Lending / Renting / Leasing	Volume dependent		Licensing			Brokerage fees			Advertising		
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