

Business Model Canvas

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Key Partners

Key Activities

Value Proposition

Customer Relationships

Customer Segments

What?

How?

Who?

Key Resources

Channels

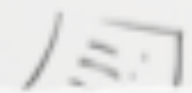
Why?

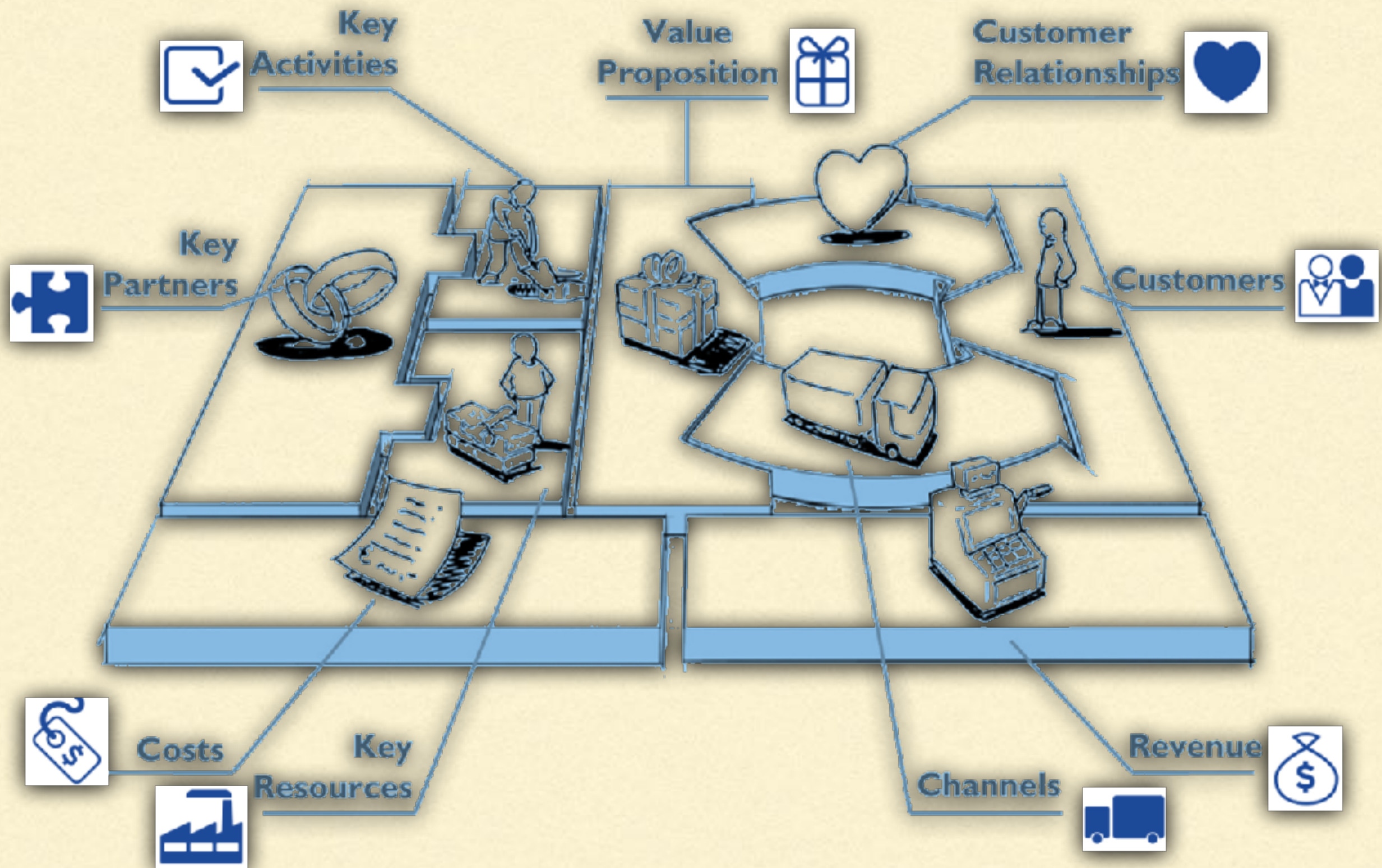
Cost Structure

Revenue Streams

Social & Environmental Costs

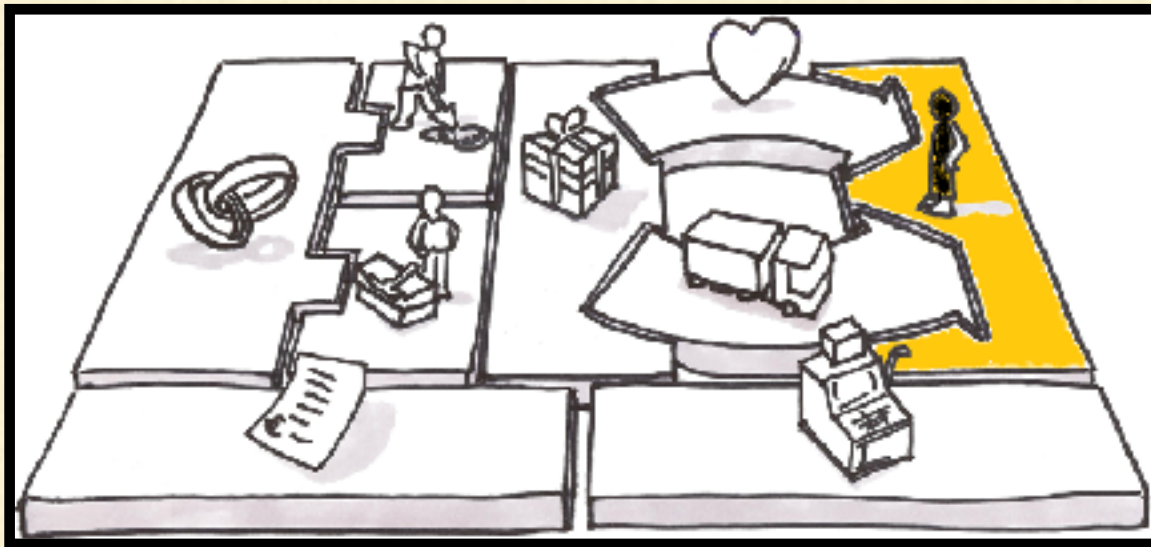
Social & Environmental Benefits





BUSINESS MODEL CANVAS

CUSTOMER SEGMENT - I



Customer groups represent separate segments if:

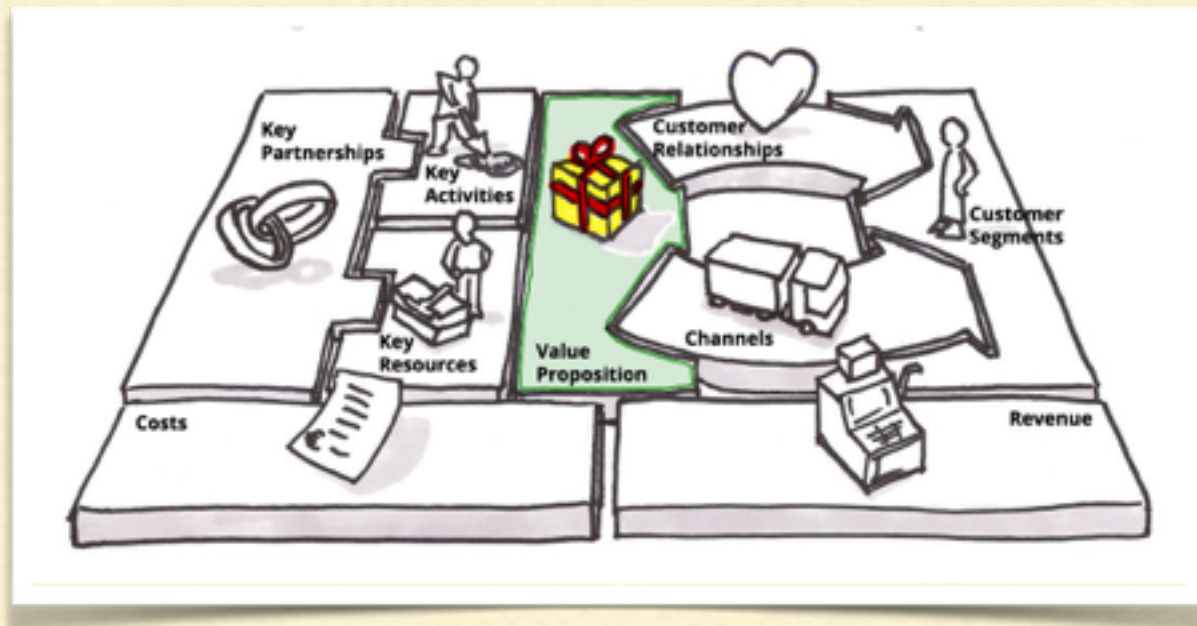
- Their needs require and justify a distinct offer
 - They are reached through different distribution channels
-
- They require different types of relationships
 - They have substantially different profitabilities
 - They are willing to pay for different aspects of the offer

CUSTOMER SEGMENT -2

Apple Device	Name	Mobility	Input	Media Player	Apps	Phone	Camera	Video Capture
	iPod shuffle	Wearable	Buttons	Media Player	-	-	-	-
	iPod nano	Wearable	Touch	Media Player	iTunes	-	-	-
	iPod touch	Pocket-able	Touch	Media Player	iOS	-	Crappy	Good
	iPhone	Pocket-able	Touch	Media Player	iOS	Phone	Good	Good
	iPad	Bag-able	Touch	Media Player	iOS	-	-	-
	MacBook	Portable	Keyboard, Mouse	Media Player	MacOS	-	-	-

- Mass market
- Niche market
- Segmented
- Diversified
- Multi-sided Platforms (Or Multi-sided markets)

VALUE PROPOSITIONS - I



- Values may be quantitative (ex. price, speed of service) or qualitative (ex. design, customer experience)

- Value propositions describe the bundle of products and services that create value for a specific customer segment
- Value proposition creates value for a customer segment through a distinct mix elements catering to that segment's needs

VALUE PROPOSITIONS -2

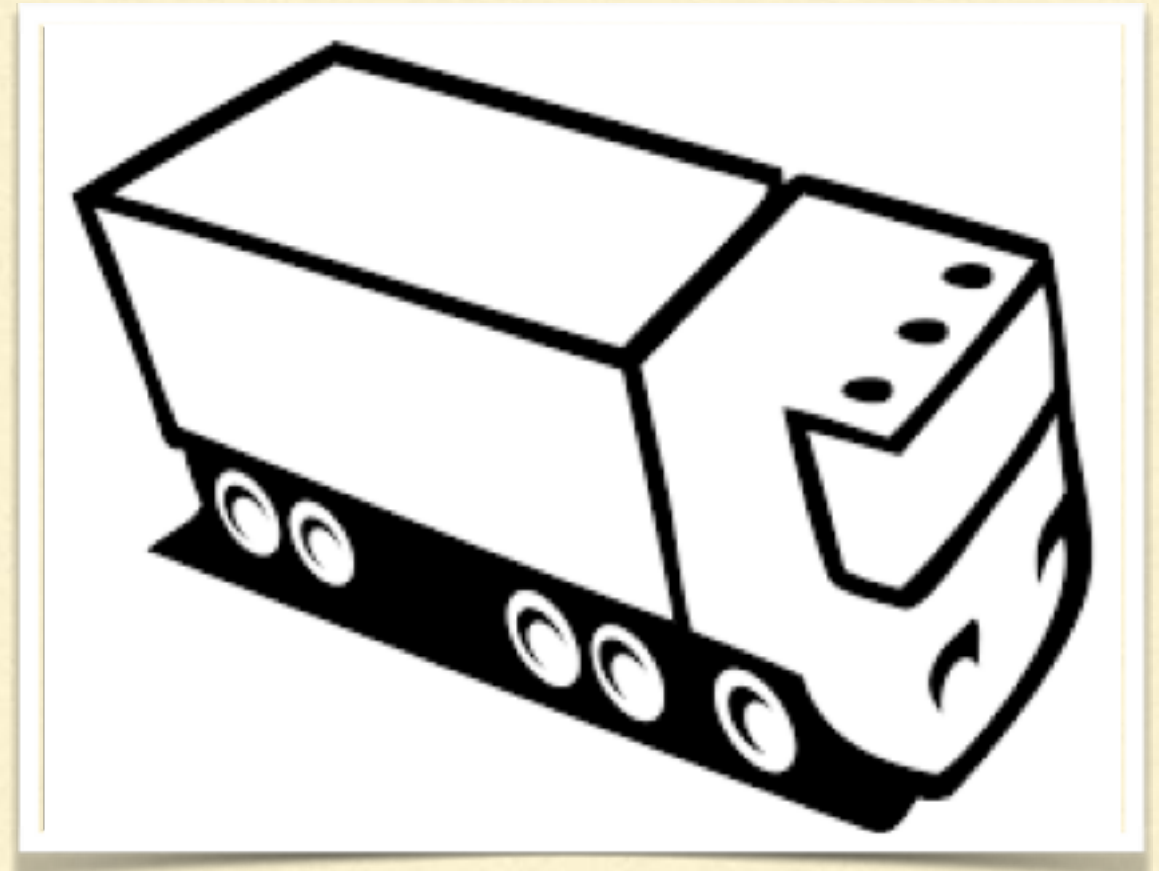


- Newness
 - Performance
 - Customisation
 - “Getting the job done”
 - Design
 - Brand/Status
 - Price
 - Cost Reduction
 - Risk Reduction
 - Accessibility
 - Convenience/ Usability
-

CHANNELS - I

Channels serve several functions, including:

- Raising awareness among customers about a company's products and services
- Helping customers evaluate a company's value proposition
- Allowing customers to purchase specific products and services
- Delivering a value proposition to customers
- Providing post-purchase customer support



CHANNELS -2

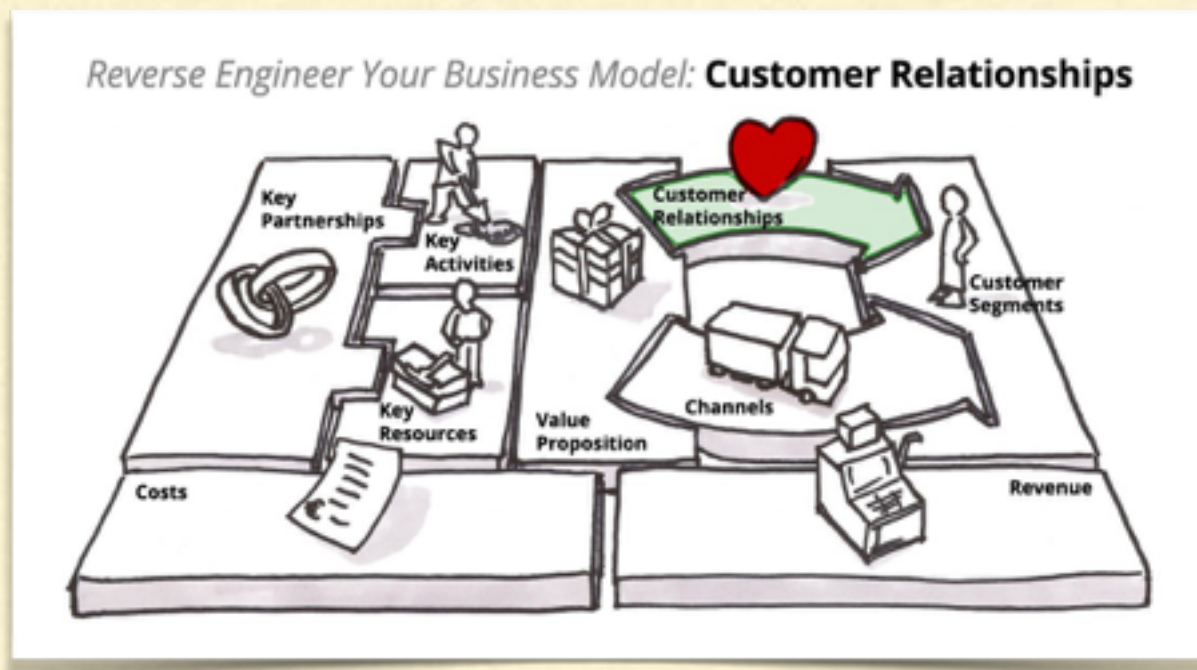
**“Before you act, listen.
Before you react, think.
Before you spend, earn.
Before you criticize, wait.
Before you pray, forgive.
Before you quit, try.”**

Ernest Hemingway

Several Channels:

- Sales forces
 - Web sales
 - Own Stores
 - Partners stores
 - Wholesaler
-

CUSTOMER RELATIONSHIP - I




Relationships can range from personal to automated. Customer relationships may be driven by the following motivations:

- Customer acquisition
- Customer retention
- Boosting sales (upselling)

CUSTOMER RELATIONSHIP -2

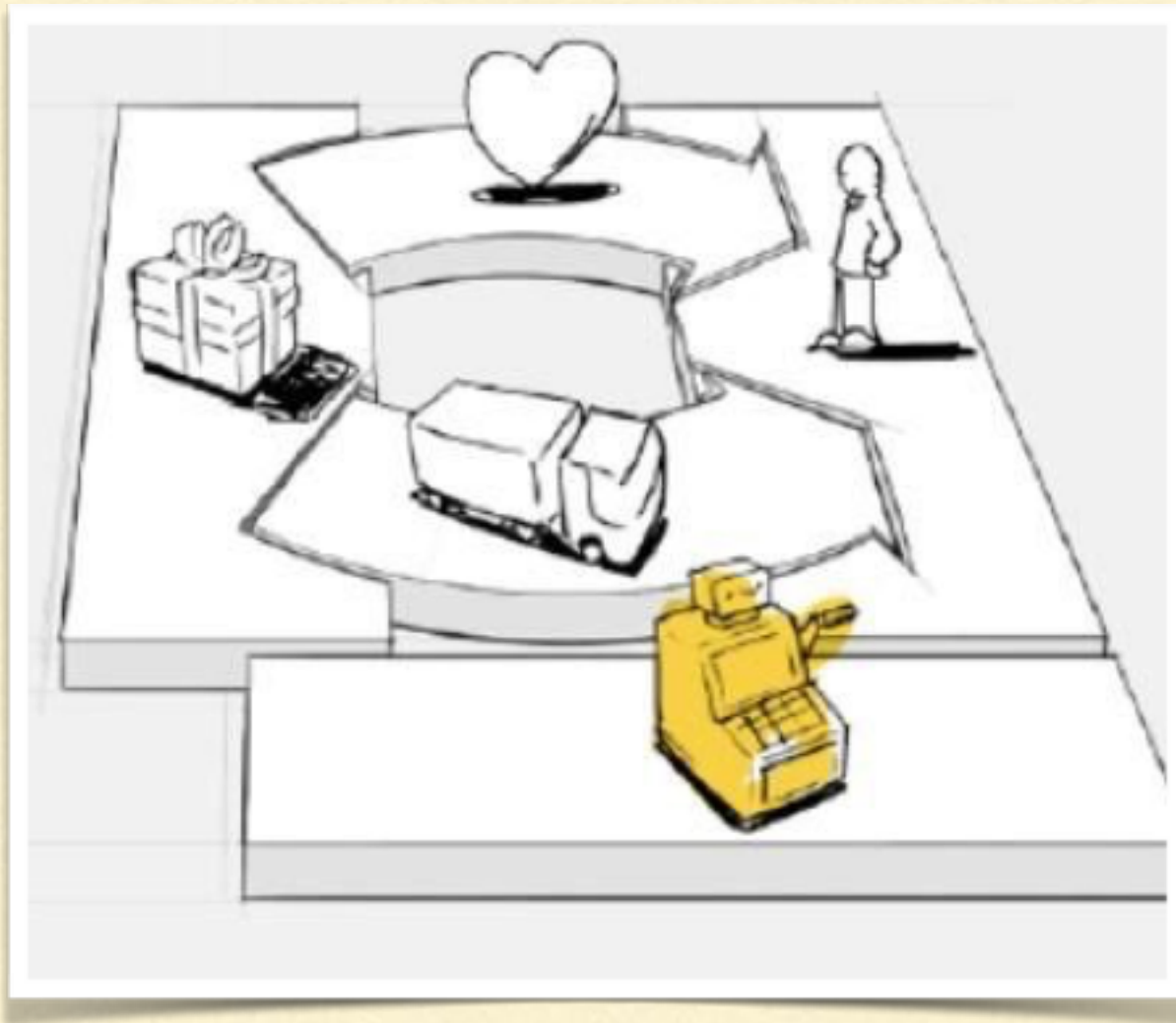
- Personal Assistance
- Dedicated Personal Assistance
- Self-Service
- Automated Services
- Communities
- Co-creation



“ Do what you do **SO WELL**
that they will
want to see it again
and *bring their friends.* ”

~ Walt Disney

REVENUE STREAMS - I



A business model can involve two different types of revenue streams:

- Transaction revenues resulting from one-time customer payments
- Recurring revenues resulting from ongoing payments to either deliver a value proposition to customers or provide post-purchase customer support

REVENUE STREAMS -2

- Asset Sale
- Usage Fee
- Subscription Fees
- Lending/Renting/Leasing
- Licensing
- Brokerage Fee
- Advertising



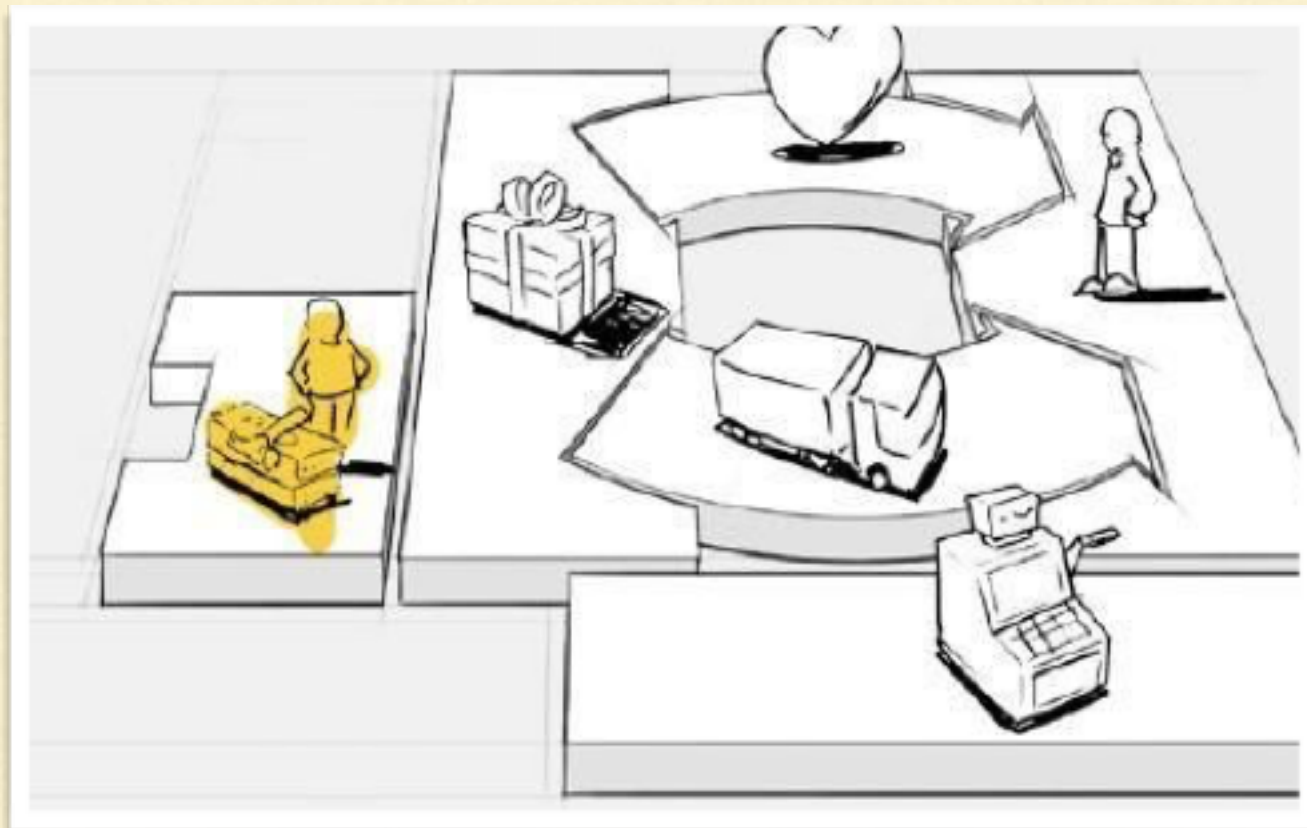
**"Failure defeats losers.
Failure inspires winners"**
- Robert Kiyosaki

REVENUE STREAMS -3

PRICING MECHANISMS

FIXED PRICING	EXPLANATION	DYNAMICS PRICING	EXPLANATION
List Price	Fixed price for individual products, services or other value propositions	Negotiations (Bargaining)	Price negotiated between two or more partners depending on negotiation power and/or negotiation skills
Product Feature Dependent	Price depends on the number or quality of value proposition features	Yield Management	Price depends on inventory and time of purchase
Customer Segment Dependent	Price depends on the type and characteristic of a customer segment	Real-time Market	Price is established dynamically based on supply and demand
Volume Dependent	Price as a function of the quantity purchased	Auctions	Price determined by outcome of competitive bidding

KEY RESOURCES - I



- Key resources can be physical, financial, intellectual, or human.
- Key resources can be owned or leased by the company or acquired from key partners

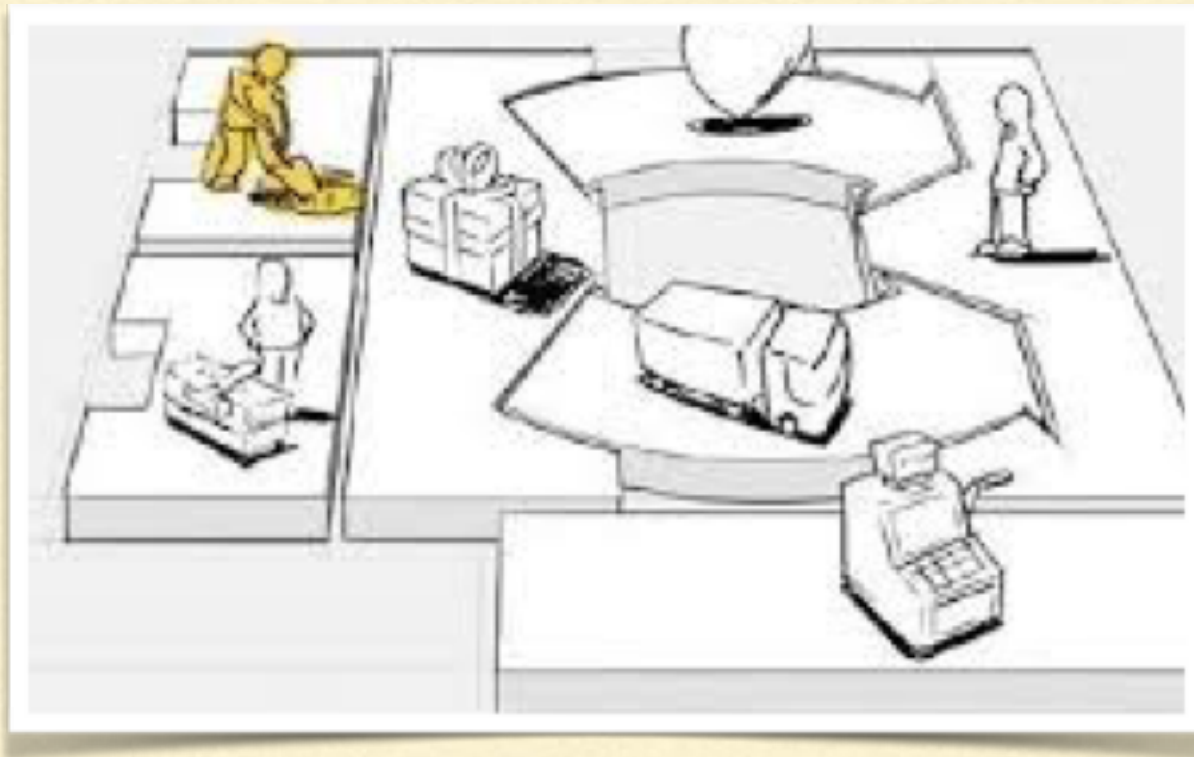
KEY RESOURCES -2

Key resources can be categorized as follows:

- Physical
- Intellectual
- Human
- Financial

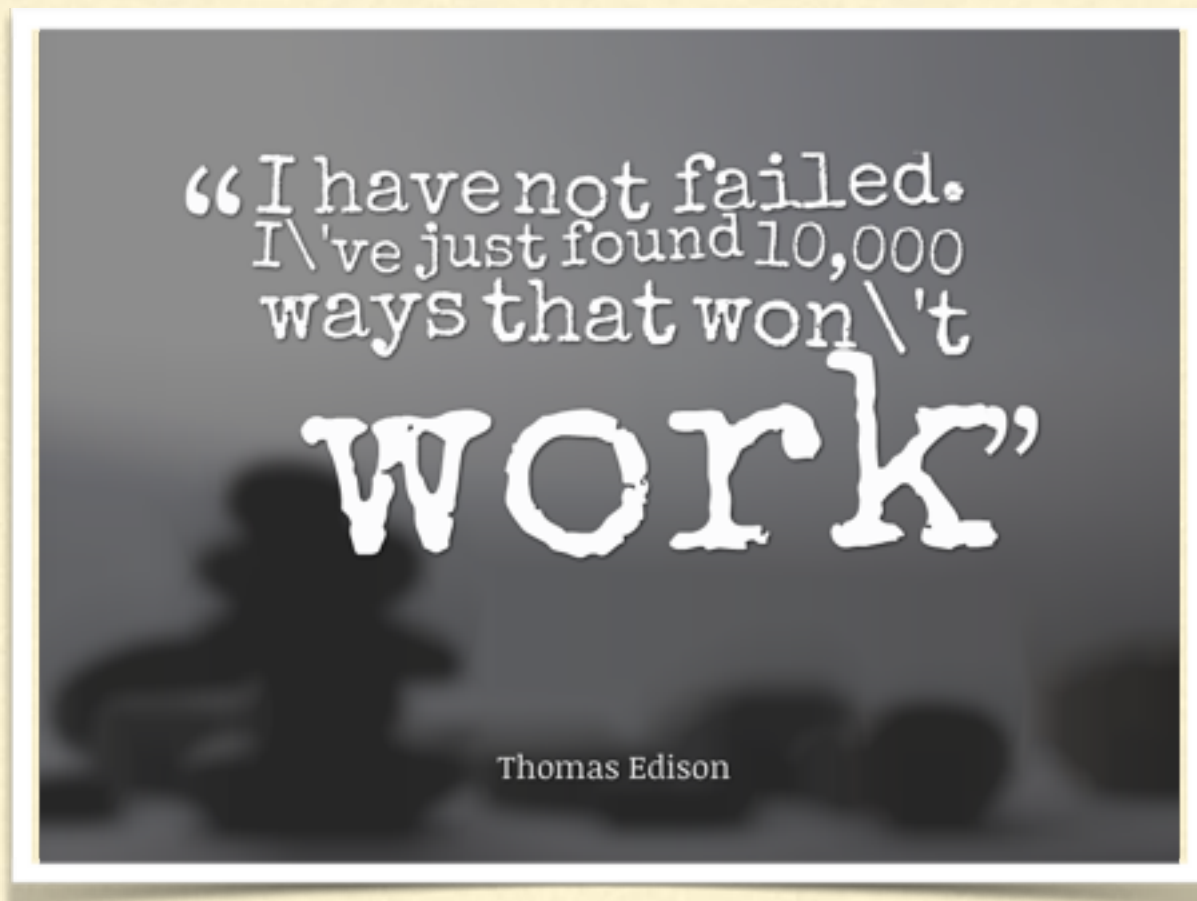


KEY ACTIVITIES - I



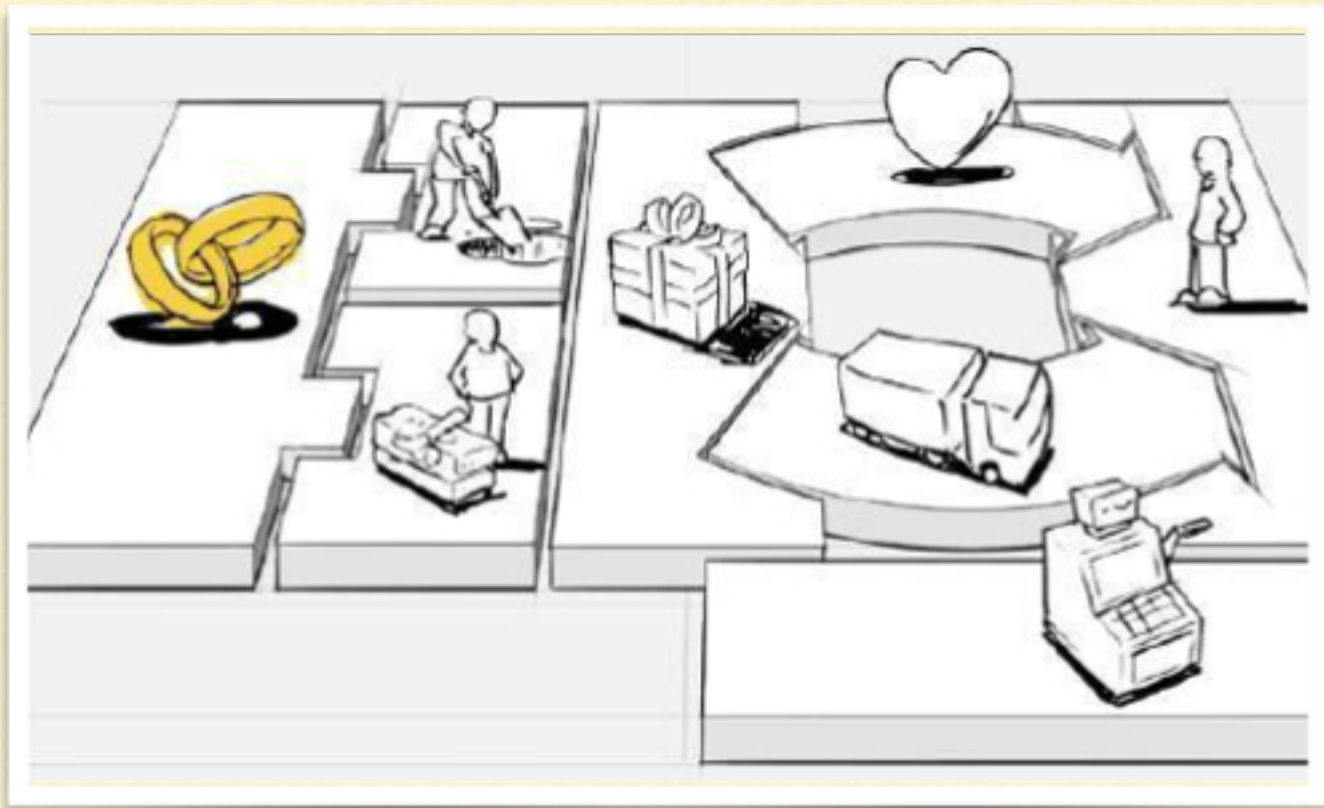
- Like Key Resources, they are required to create and offer a value proposition, reach markets, maintain customer relationships and earn revenues.
- And like Key Resources, Key Activities differ depending on business model type

KEY ACTIVITIES -2



- Production
- Problem Solving
- Platform/Network

KEY PARTNERSHIPS - I



There are four different types of partnerships:

- Strategic alliances between non-competitors
 - Coopetition: strategic partnerships between competitors
 - Joint ventures to develop new businesses
 - Buyer-supplier relationships to assure reliable supplies
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KEY PARTNERSHIPS -2

There are three reason why we should have partnerships:

- Optimisation and economy of scale
- Reduction of risk and uncertainty
- Acquisition of particular resources and activities

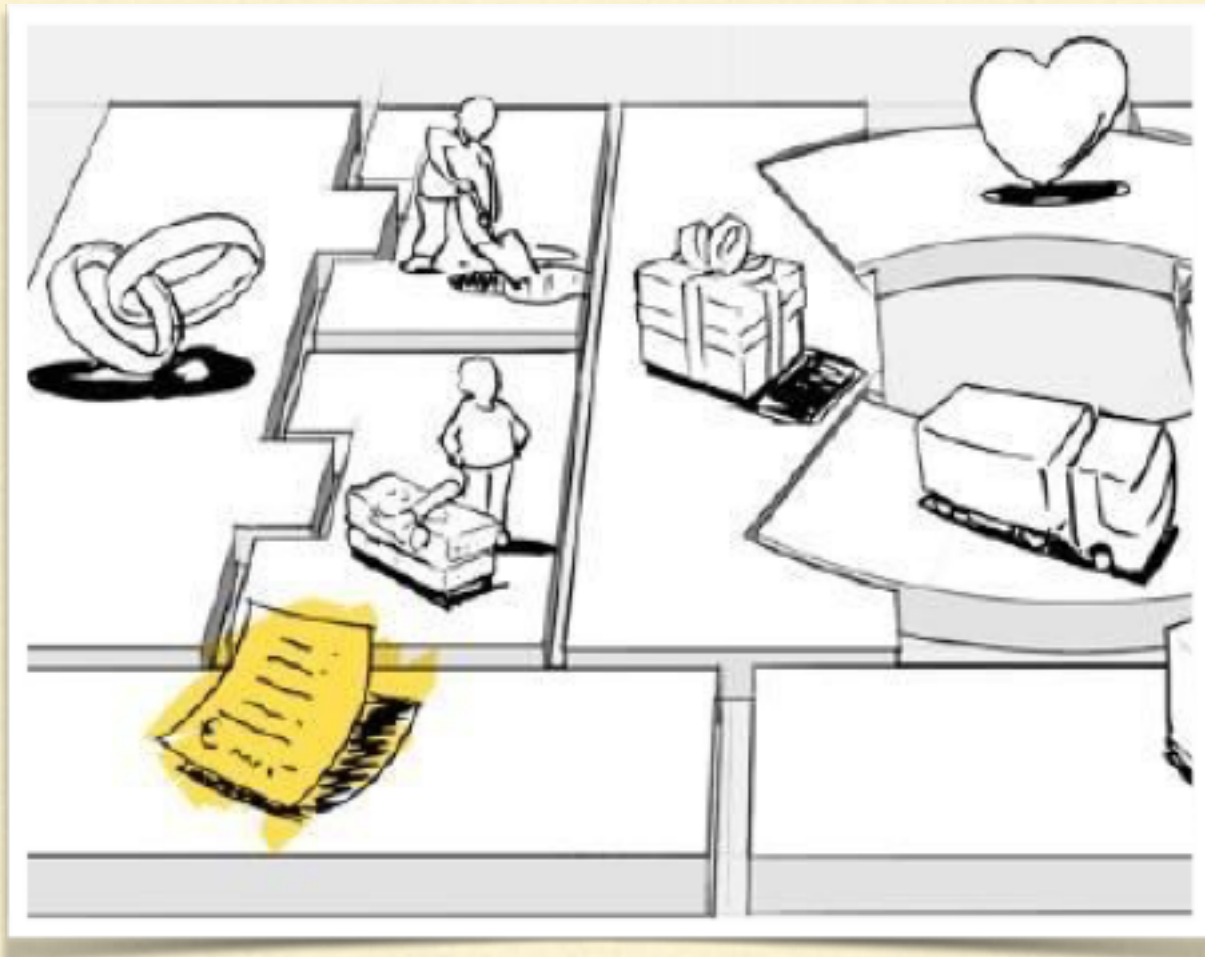
“

IT IS IMPORTANT
FOR YOUNG ENTREPRENEURS
TO BE ADEQUATELY SELF-AWARE
TO KNOW WHAT THEY DO NOT KNOW.

”

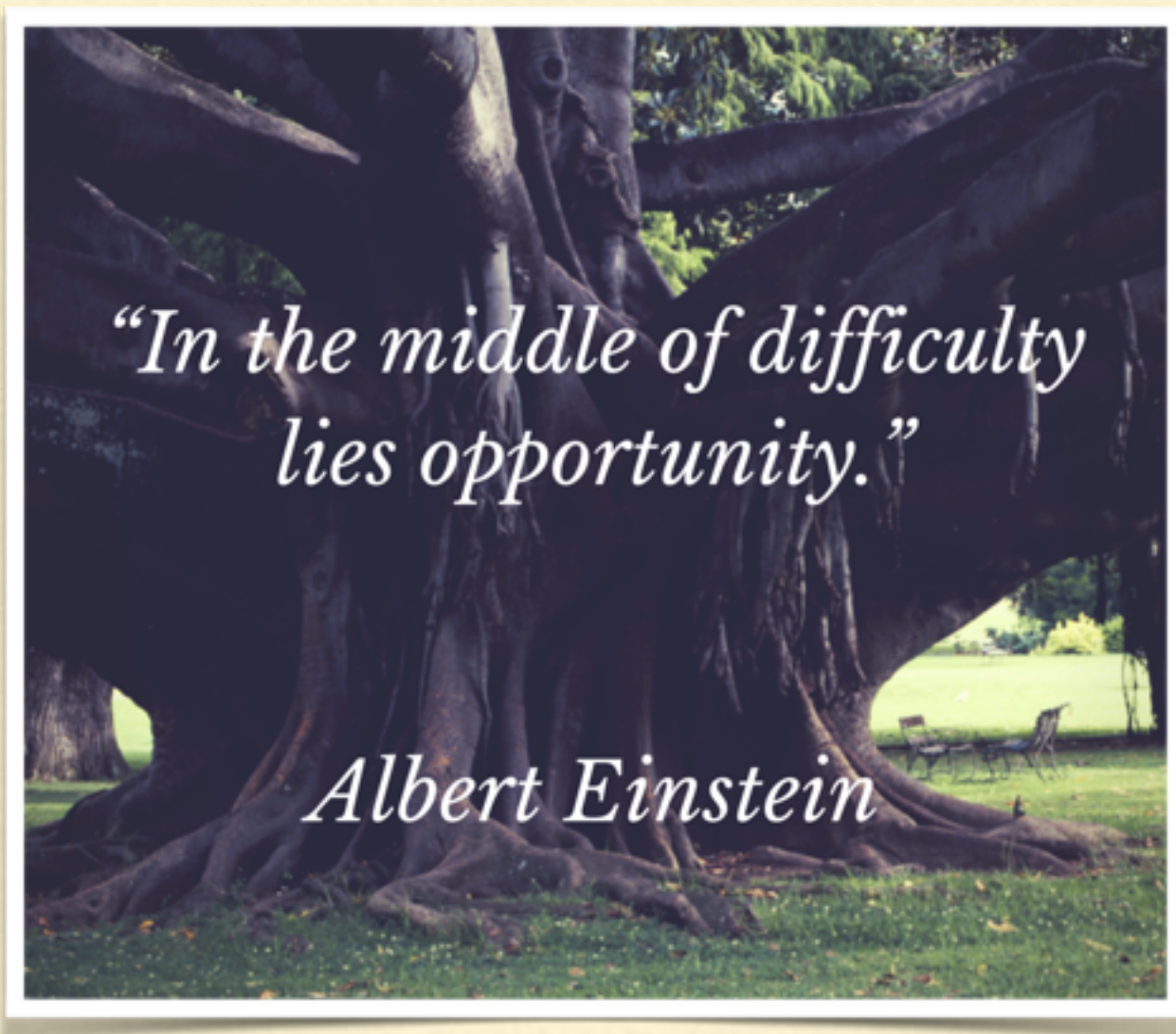
- Mark Zuckerberg

COST STRUCTURE - I



- This block describes the most important costs incurred while operating under a particular business model.
- There are two broad classes of business model cost structure: **cost-driven** and **value-structure**

COST STRUCTURE -2



Cost Structures can have the following characteristics:

- Fixed costs
 - Variable costs
 - Economies of scale
 - Economies of scope
-

“If you cannot do great things, do small things with great
way”

—Napoleon Hill

Good Luck.
