THE Business Model Canvas
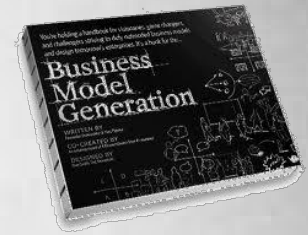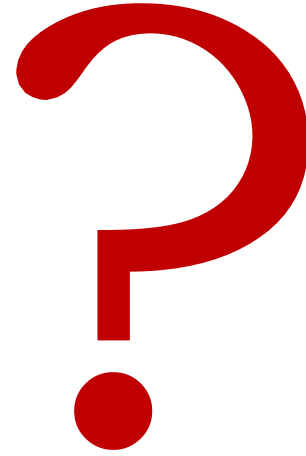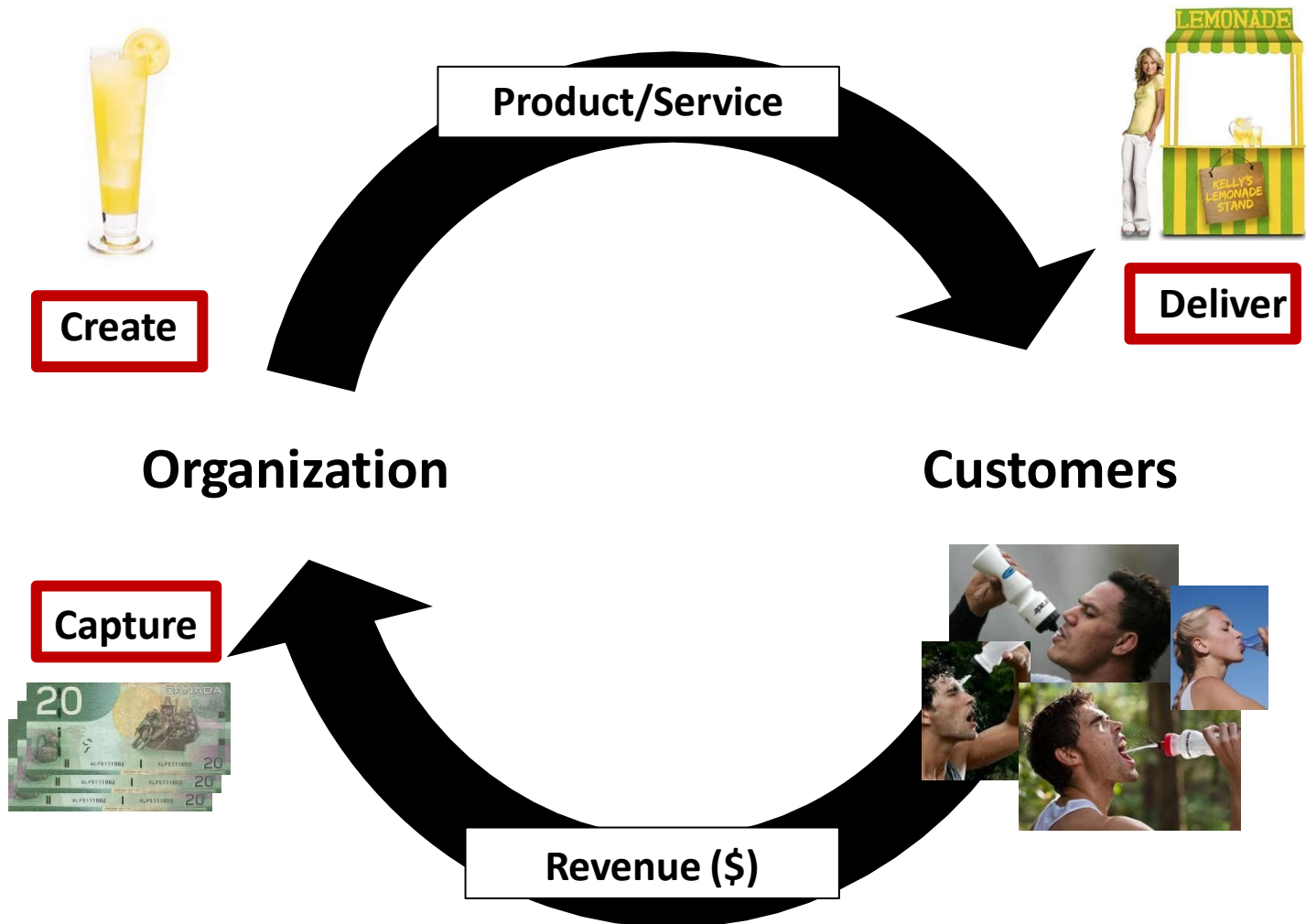
Based on
Business Model Generation

business model **?**

"A business model describes the rationale of how an organization creates, delivers, and captures value"

BUSINESS MODEL

Create

Product/Service

Deliver

Organization

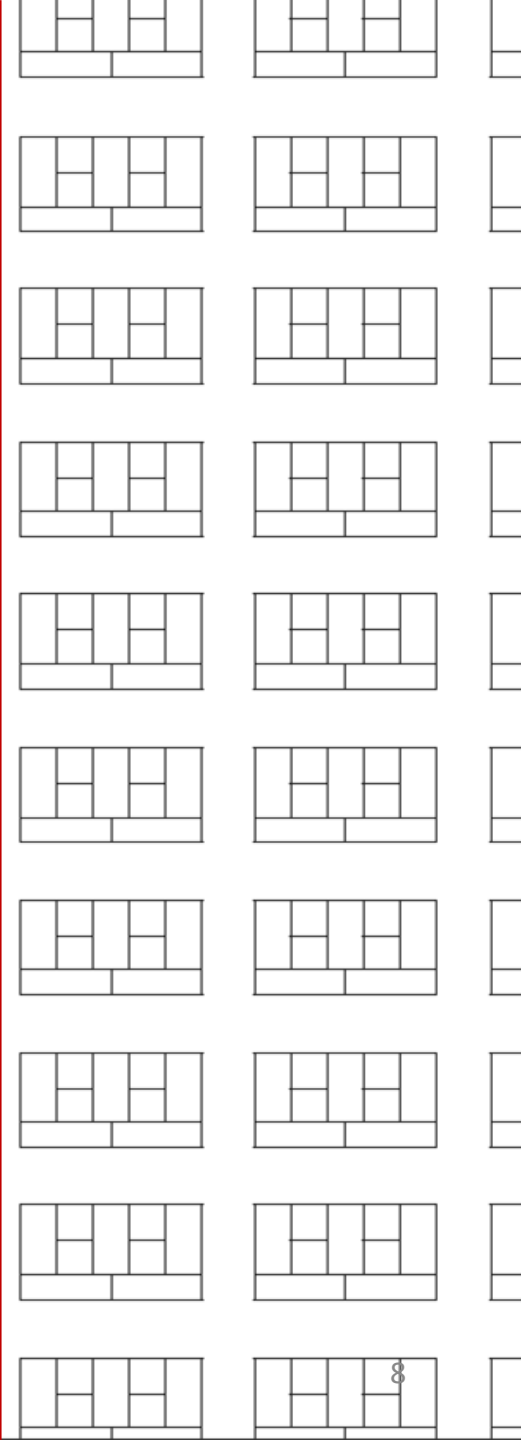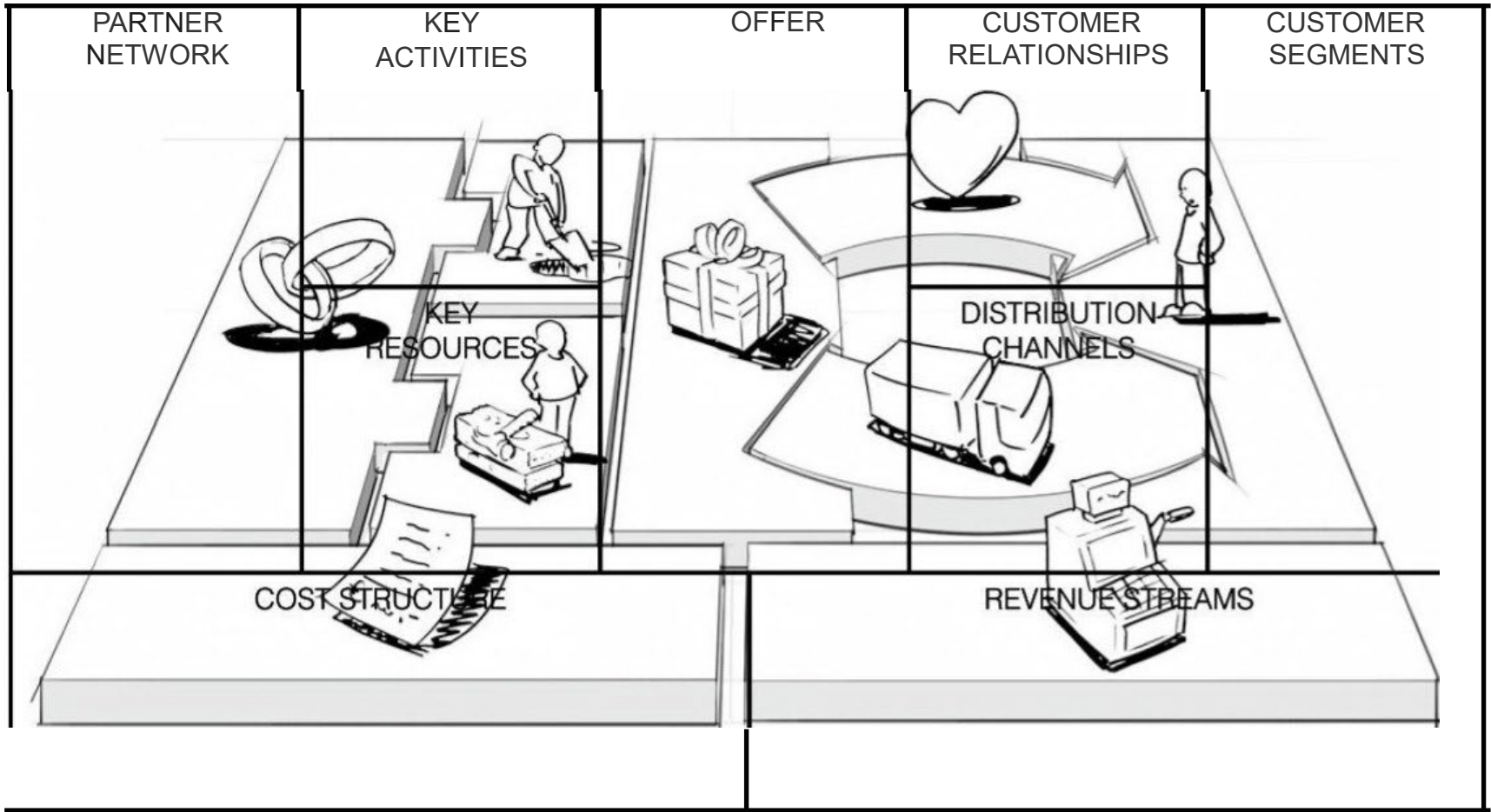**Customers**

Capture

Revenue ($)

business model canvas ?

YOU CAN

- Create new business models easily
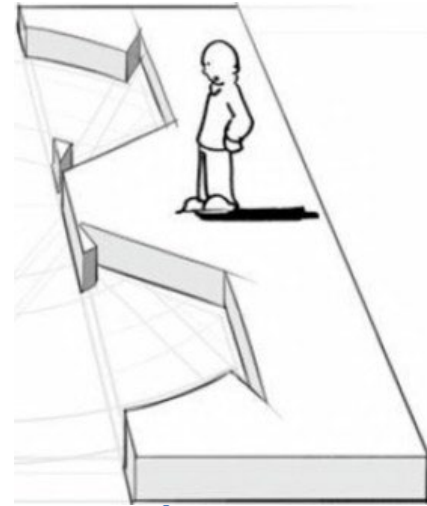
- Analyze & update your existing business model

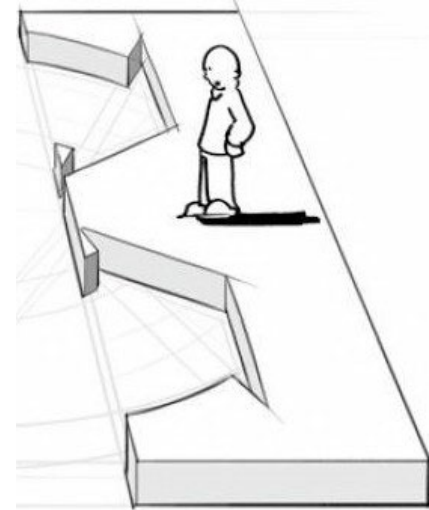9 building blocks

Business Model Canvas

CUSTOMER SEGMENTS

which customers and users are you serving?
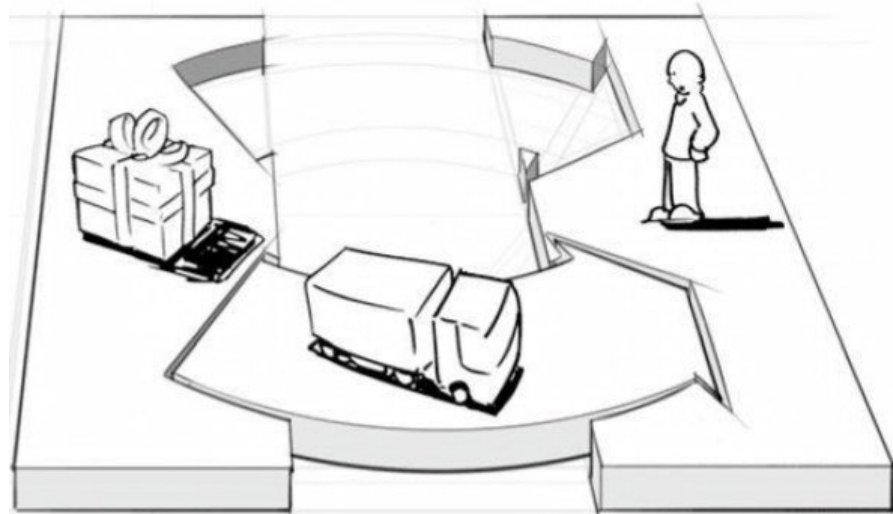which jobs do they really want to get done?

drawings by JAM

Value Proposition

what are you offering them? what is that getting done for them? do they care?
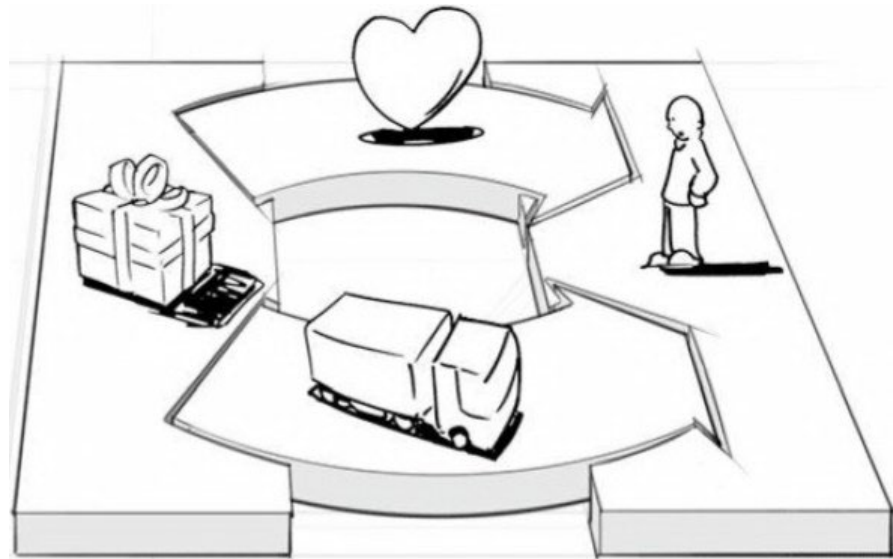
drawings by JAM

Channels

how does each customer segment want to be reached?
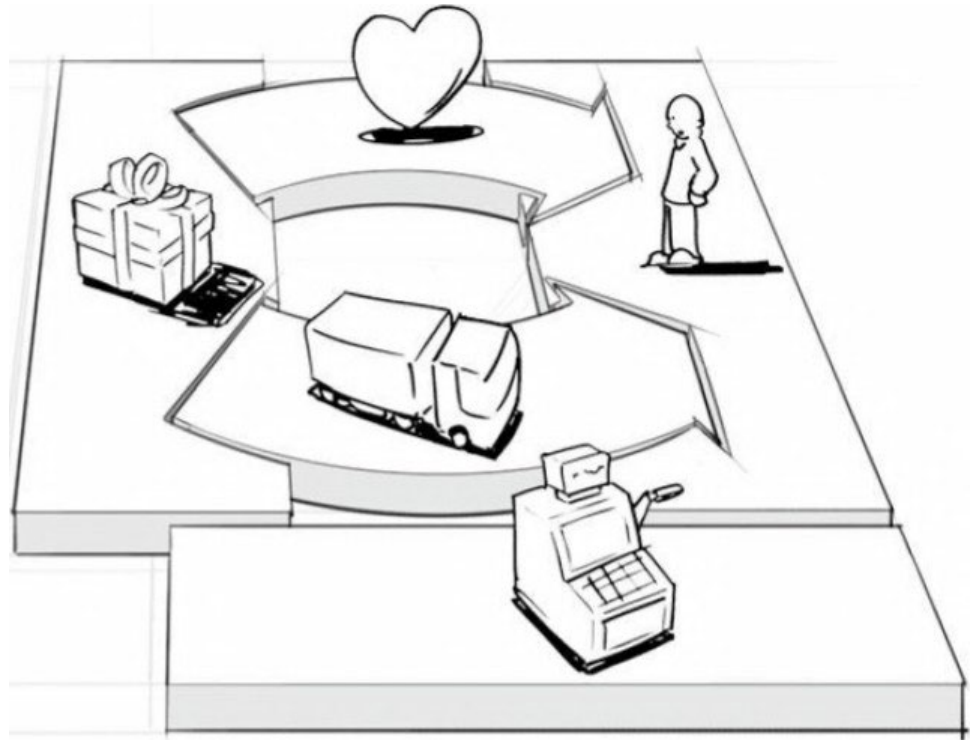through which interaction points?

Customer Relations

what relationships are you establishing with each segment?
personal? automated? acquisitive? retentive?
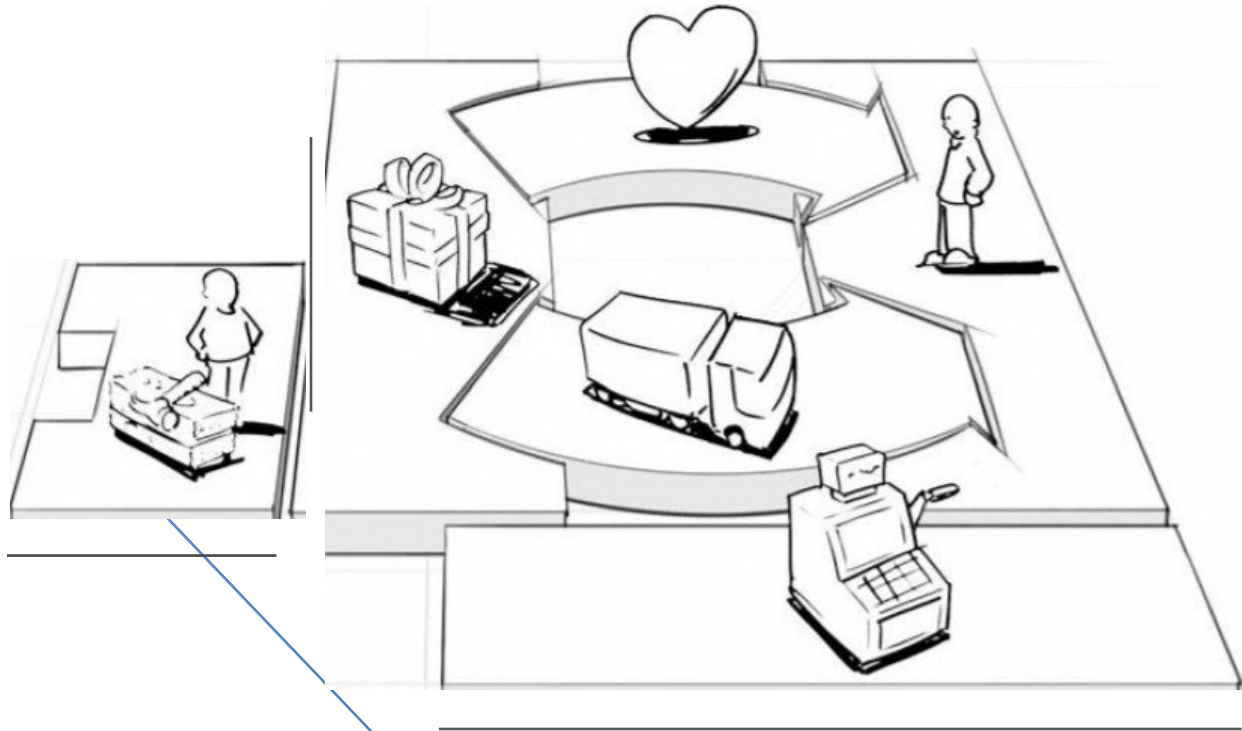
drawings by JAM

Revenues Streams

what are customers really willing to pay for? how?
are you generating transactional or recurring revenues?
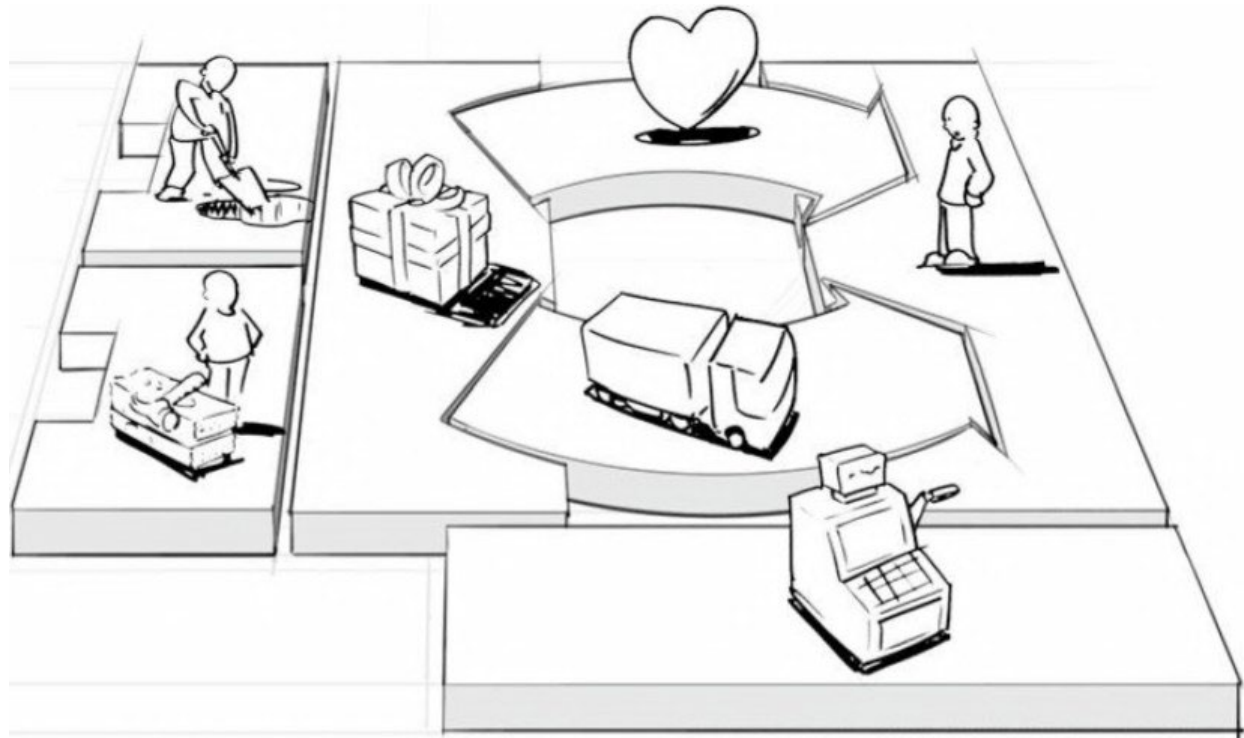
drawings by JAM

Key Resources

which resources underpin your business model?
which assets are essential?
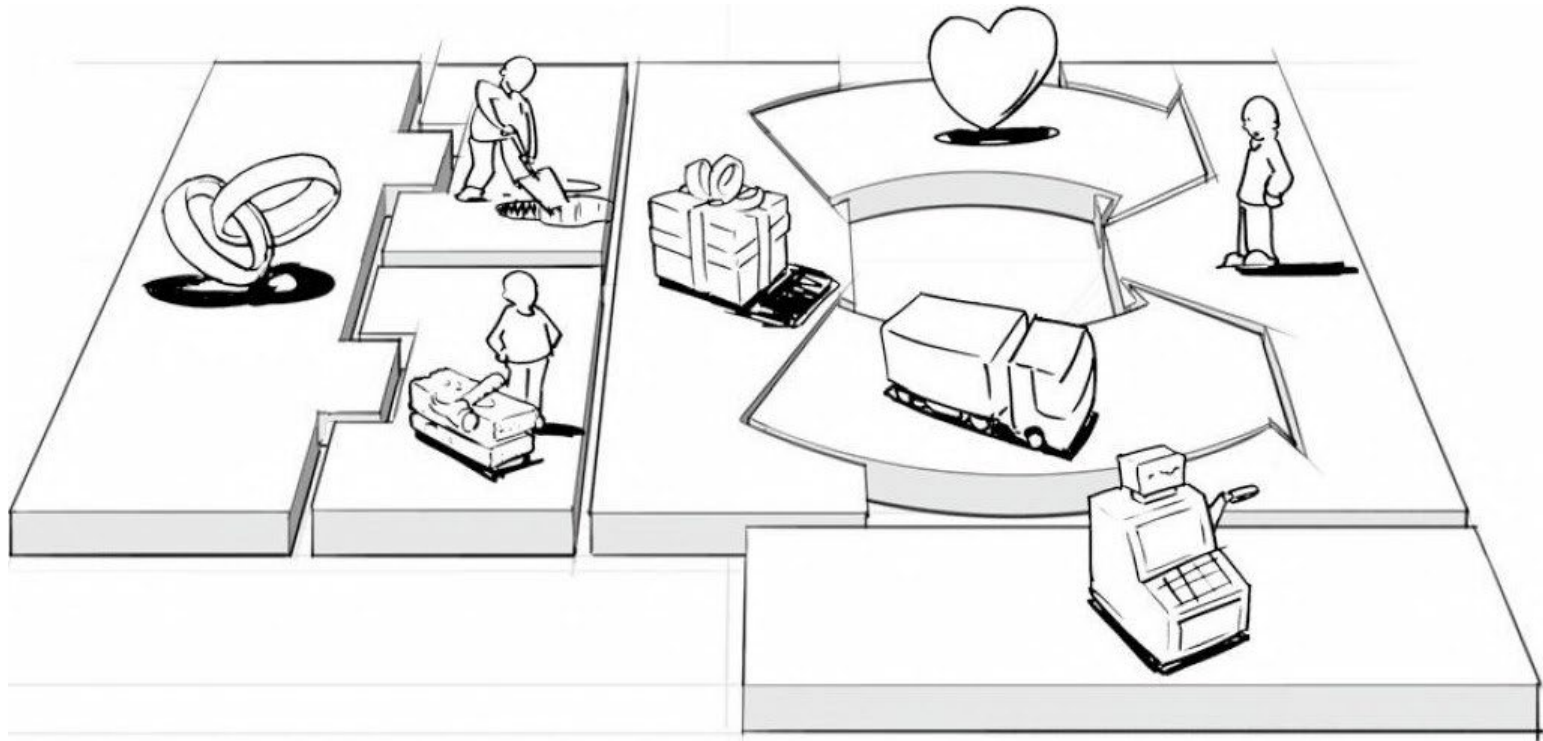
drawings by JAM

Key Activities

which activities do you need to perform well in your business model? what is crucial?
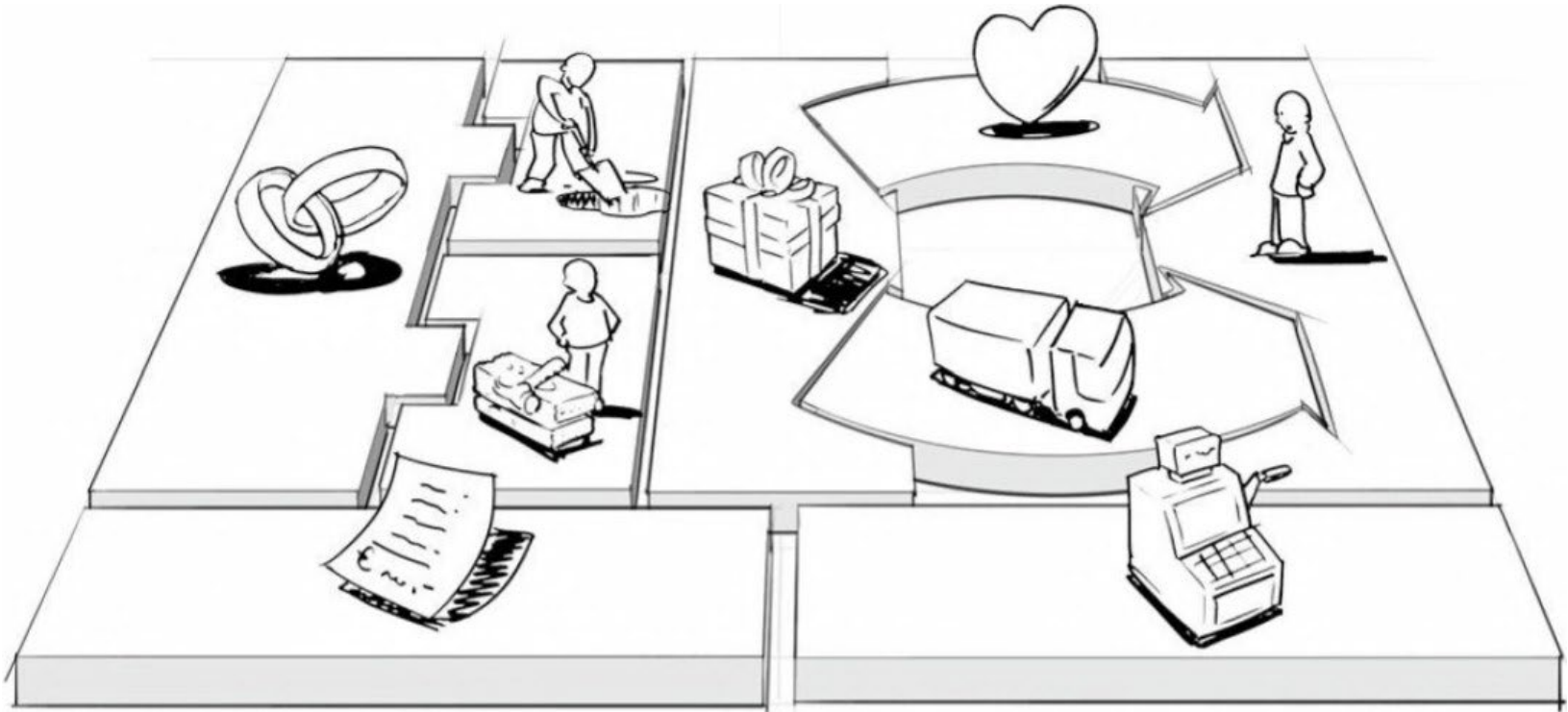
drawings by JAM

Key Partners

which partners and suppliers leverage your model?
who do you need to rely on?

drawings by JAM

17

Cost Structures

what is the resulting cost structure?
which key elements drive your costs?

Your Business Model Canvas

KEY PARTNERS

Guess

Guess

Guess

KEY ACTIVITIES

Guess

Guess

KEY RESOURCES

Guess

Guess

VALUE PROPOSITION

Guess

RELATIONSHIPS

Guess

CHANNELS

Guess

Guess

CUSTOMER SEGMENT

Guess

COST STRUCTURE

Guess

Guess

REVENUE STREAMS

Guess

Guess

20

EXAMPLES

EXAMPLES

Example 1

Refreshing lemonade to joggers
at public parks
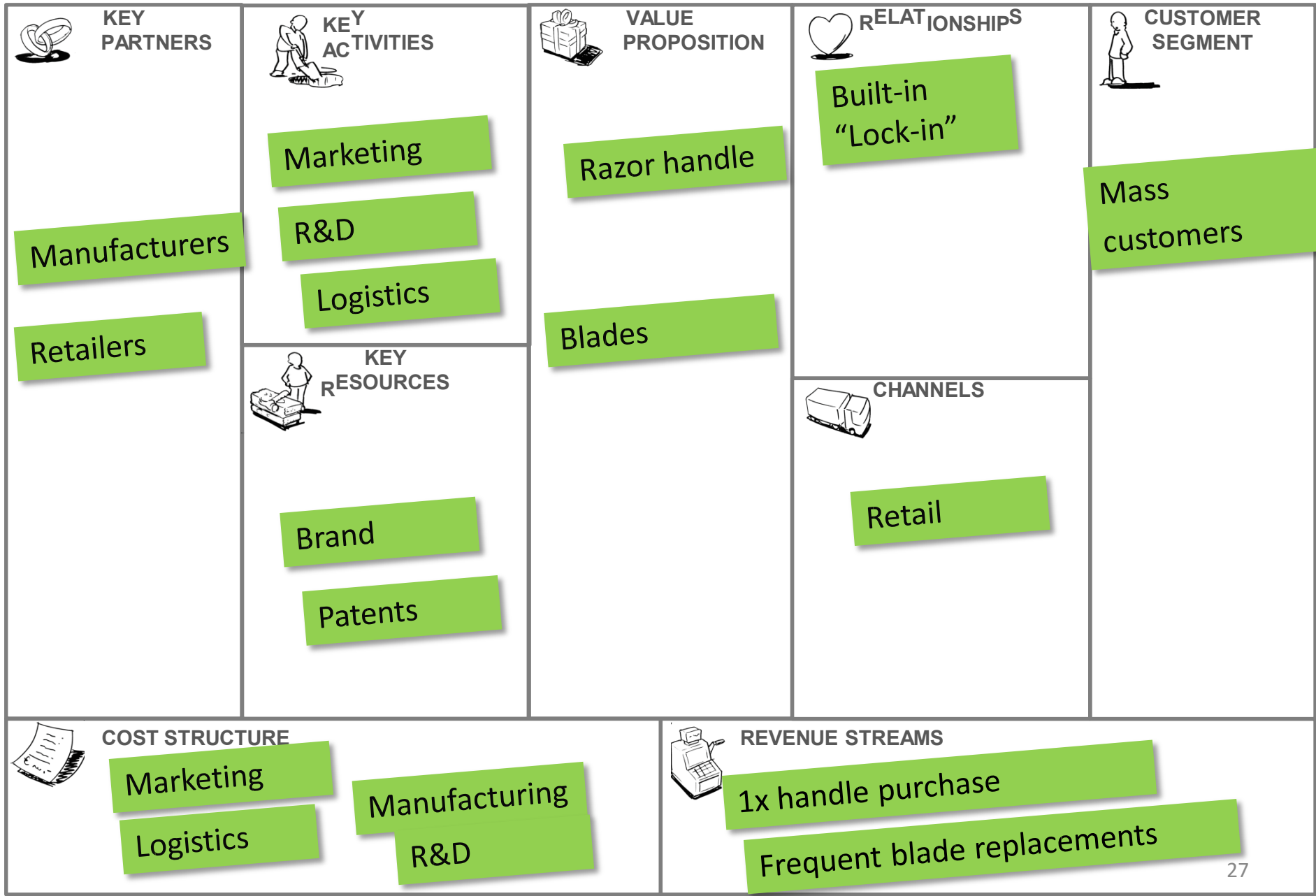
Lemonade Stand: Refreshing Lemonade
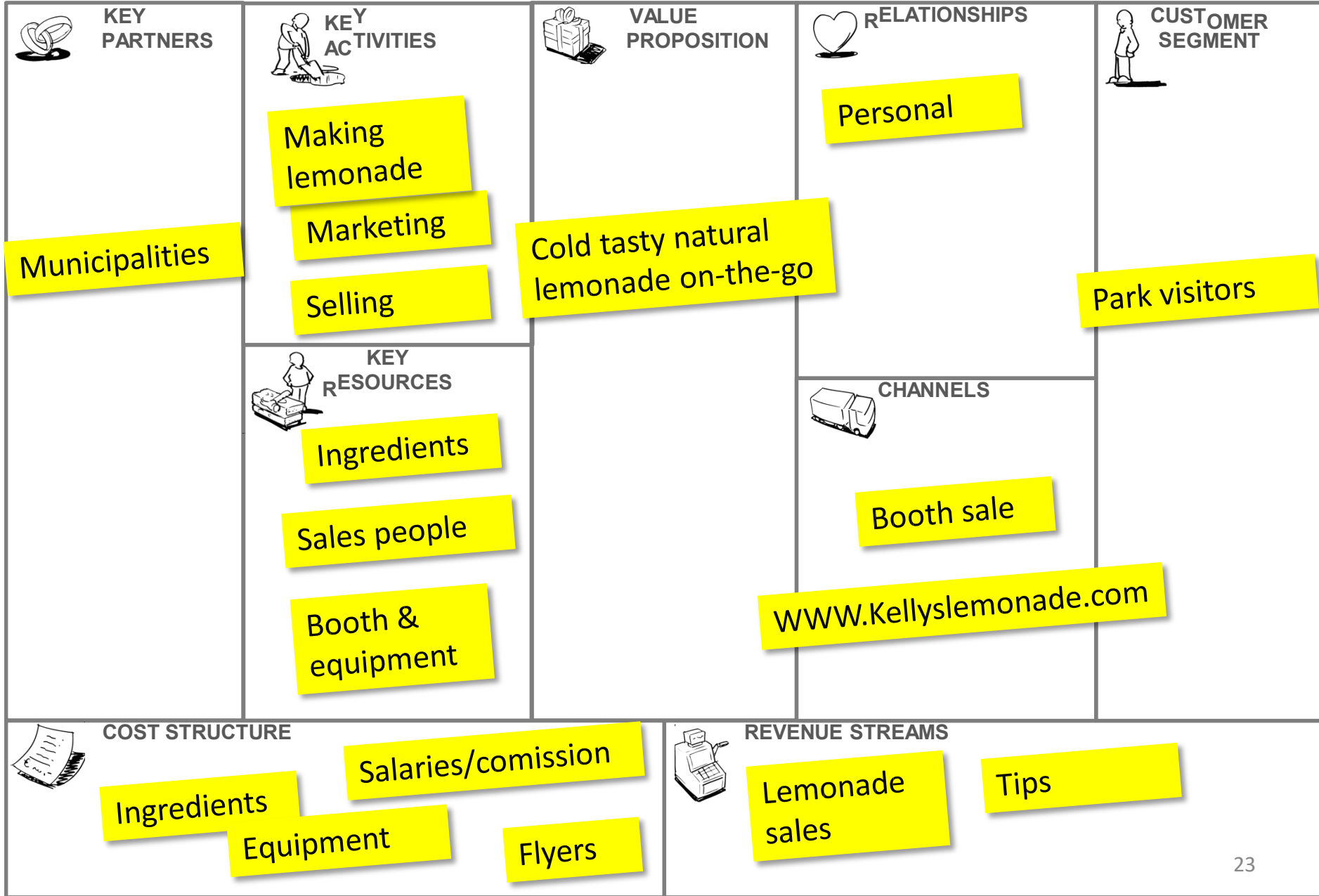
KEY PARTNERS	KEY ACTIVITIES	VALUE PROPOSITION	RELATIONSHIPS	CUSTOMER SEGMENT
Municipalities	Making lemonade	Cold tasty natural lemonade on-the-go	Personal	Park visitors
	Marketing			
	Selling			

KEY RESOURCES

Ingredients

Sales people

Booth & equipment

CHANNELS

Booth sale

WWW.Kellyslemonade.com

COST STRUCTURE

Ingredients

Salaries/comission

Equipment

Flyers

REVENUE STREAMS

Lemonade sales

Tips

Example 2

Gillette®

Smooth shave for men & women

Gillette: Razors & Blades

KEY PARTNERS	KEY ACTIVITIES	VALUE PROPOSITION	RELATIONSHIPS	CUSTOMER SEGMENT
Manufacturers	Marketing	Razor handle	Built-in "Lock-in"	Mass customers
Retailers	R&D	Blades		
	Logistics			
	KEY RESOURCES		**CHANNELS**	
	Brand		Retail	
	Patents			

COST STRUCTURE	REVENUE STREAMS
Marketing	1x handle purchase
Logistics	
Manufacturing	Frequent blade replacements
R&D	

Create a CANVAS
of your enterprise project

you need to validate your model assumptions with the customers until you get it right!

THANK YOU!