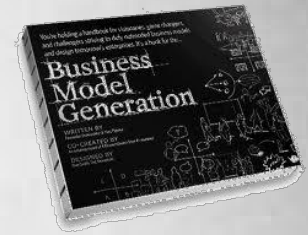


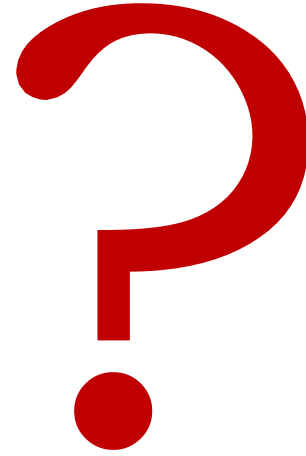
Based on



THE Business Model Canvas

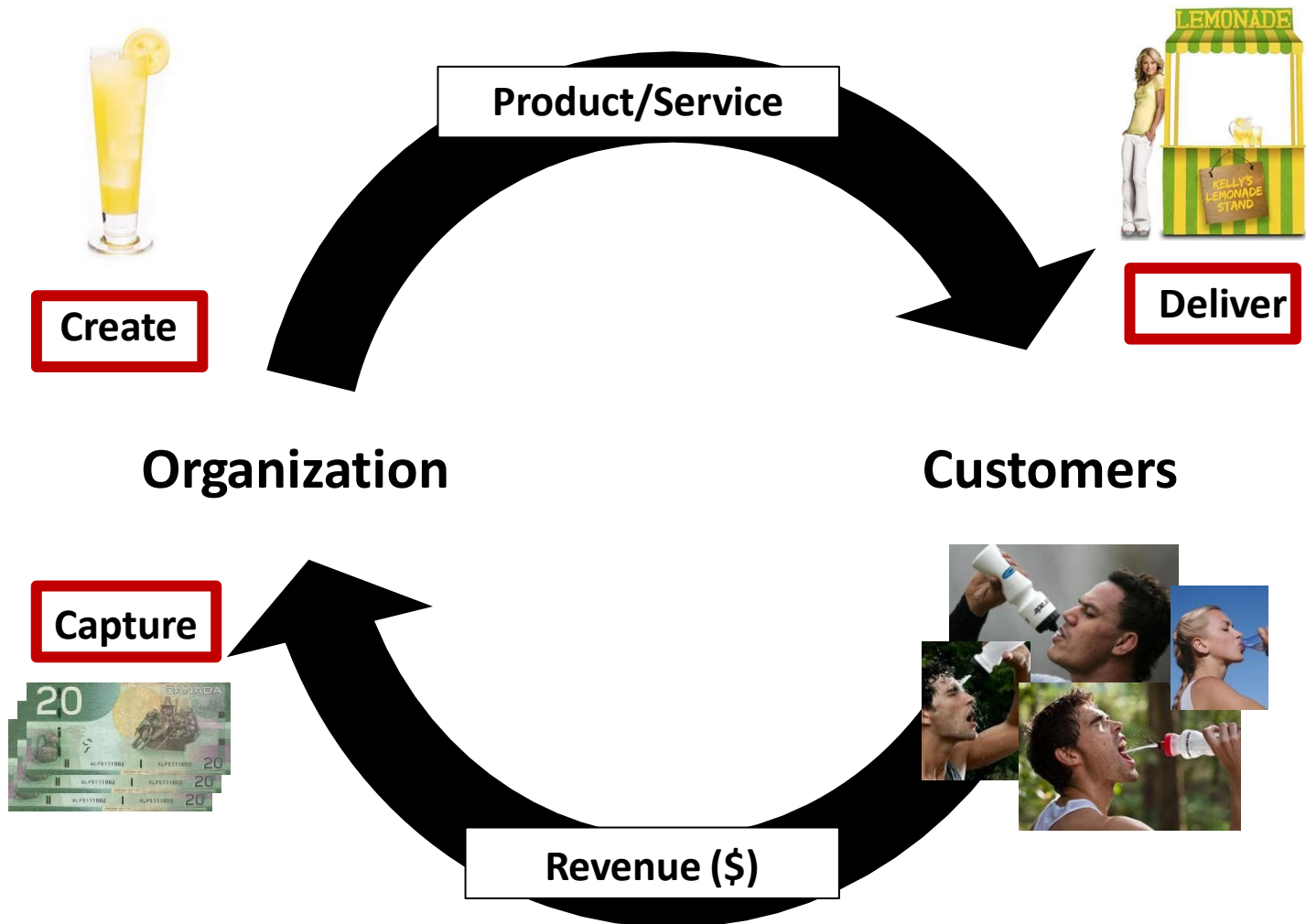


business model



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

BUSINESS MODEL

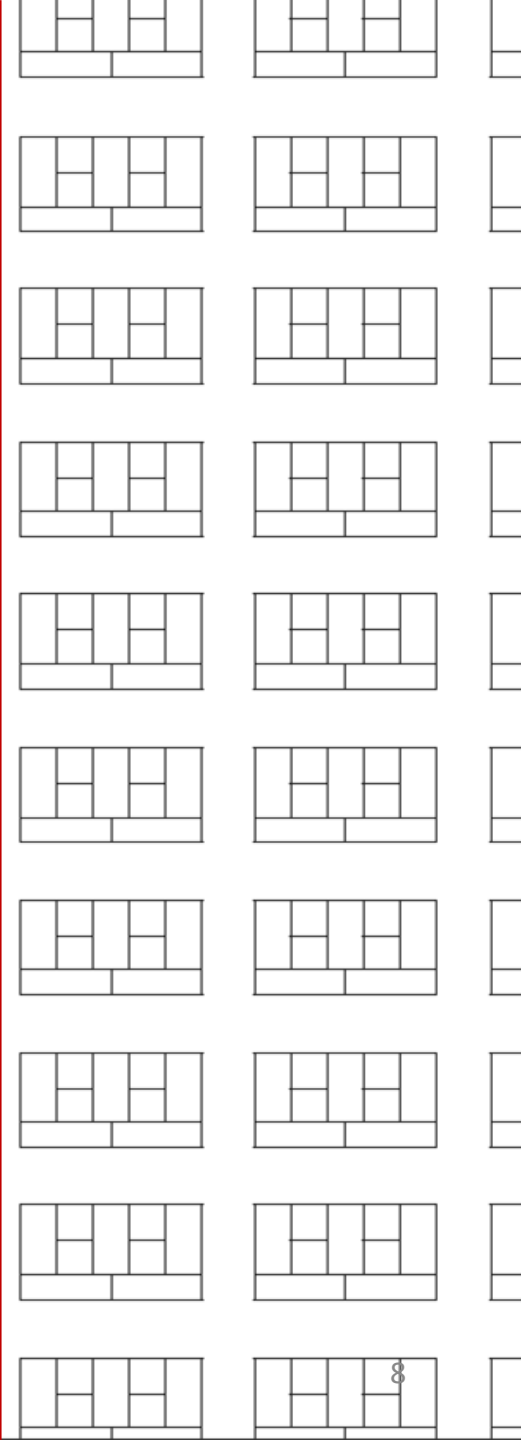


business
model
canvas



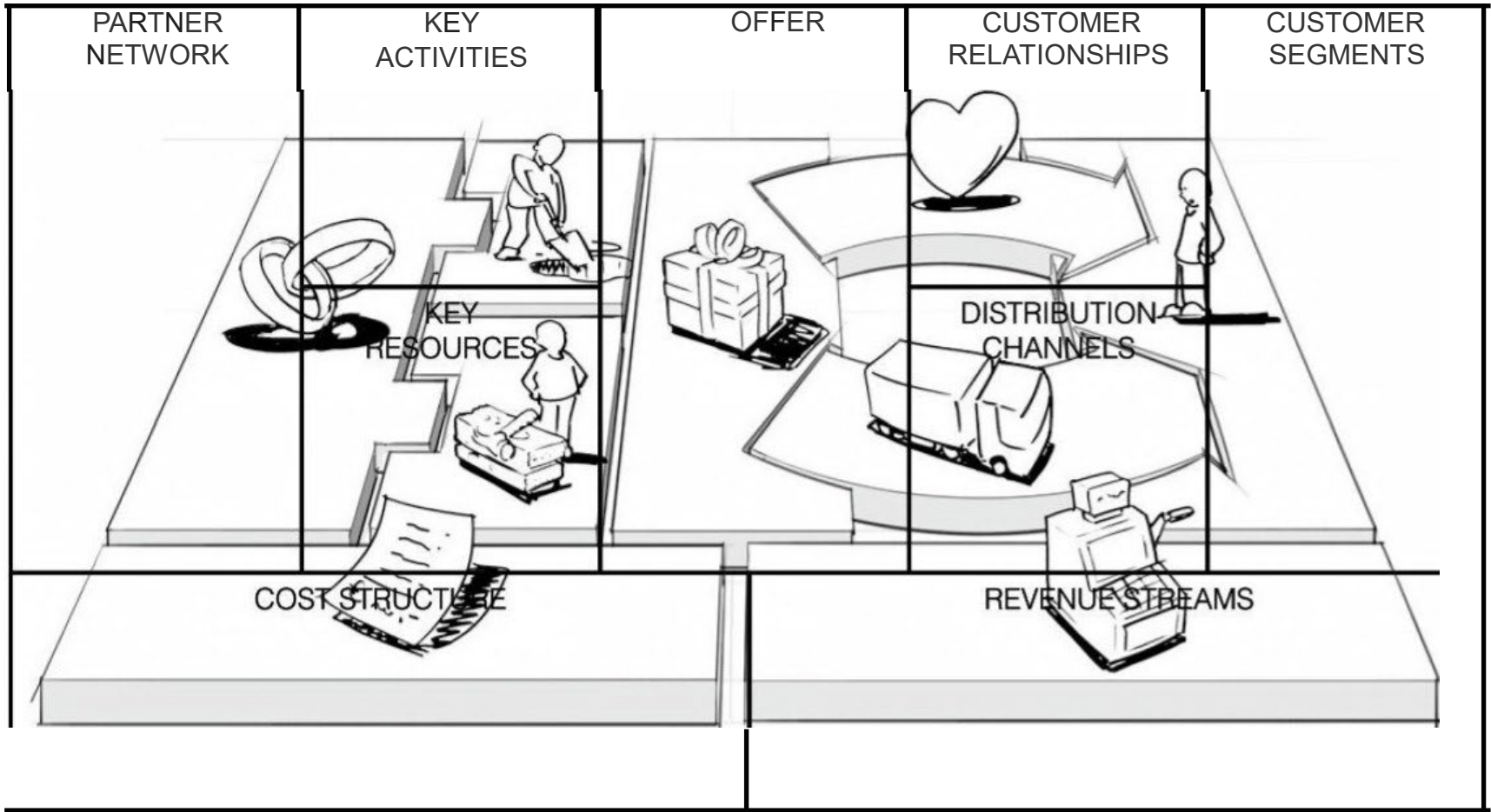
YOU CAN

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



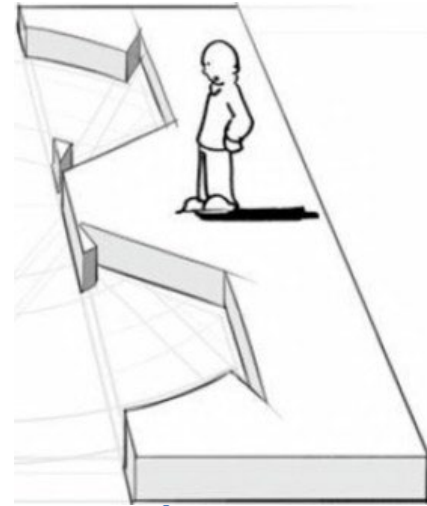
9 building blocks

Business Model Canvas



drawings by
JAM

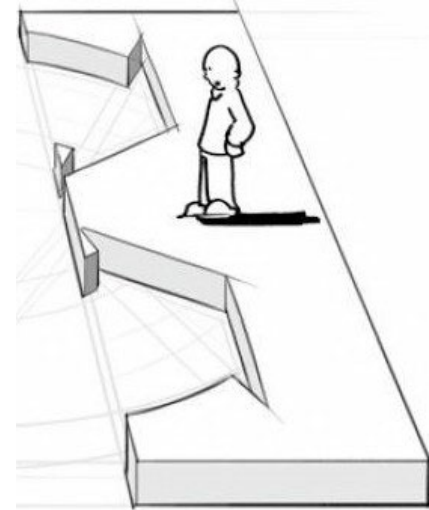
CUSTOMER SEGMENTS



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

drawings by JAM

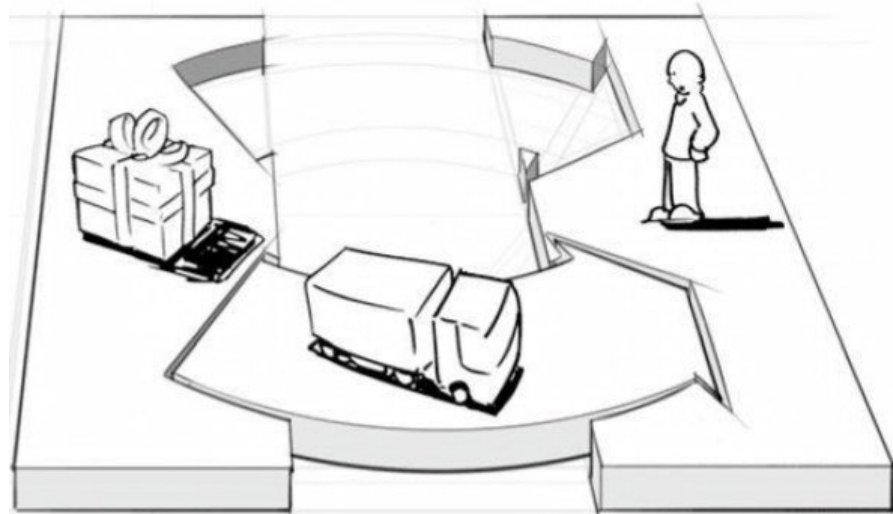
Value Proposition



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

drawings by JAM

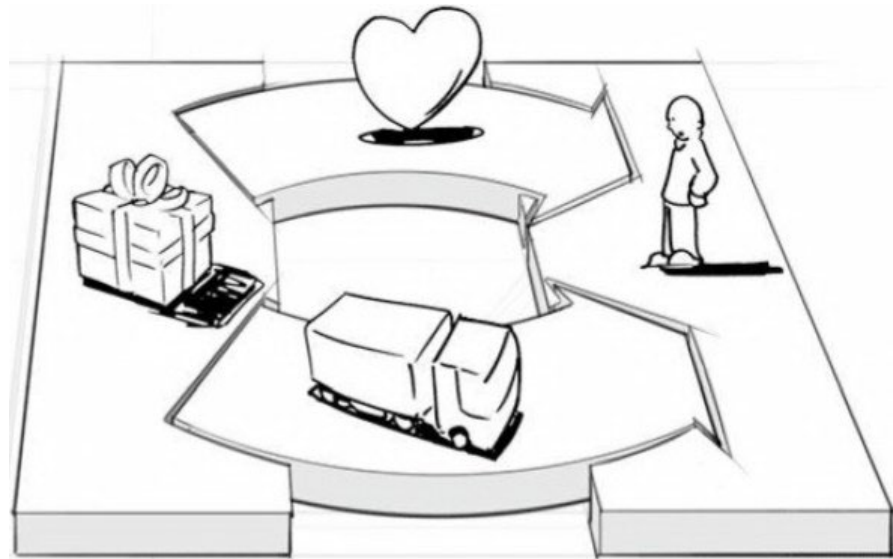
Channels



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

drawings by JAM

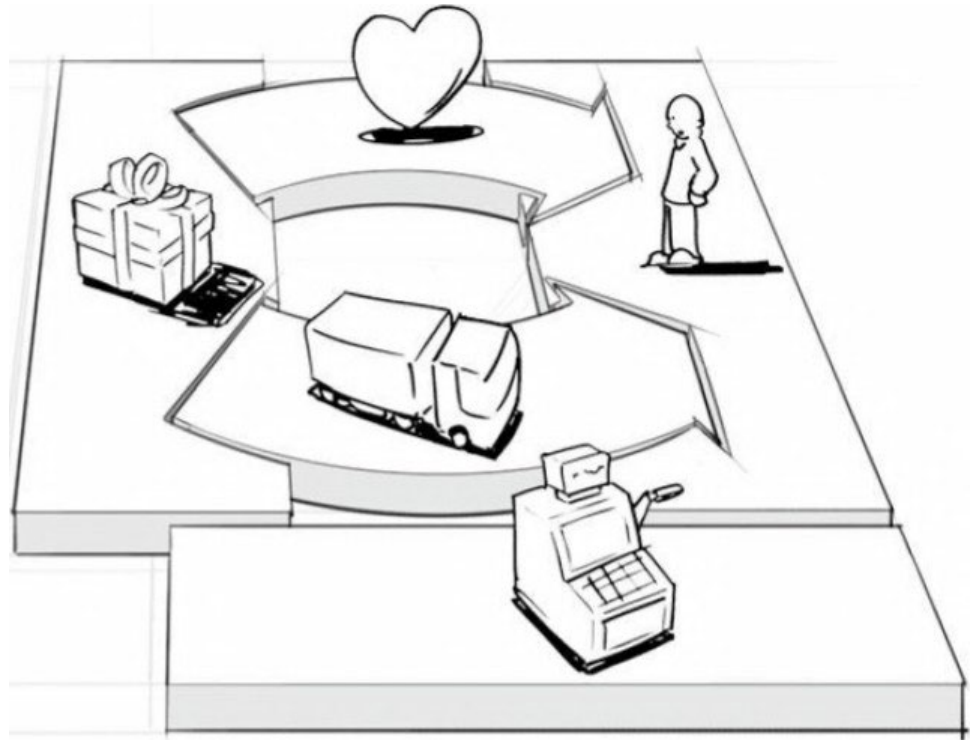
Customer Relations



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

drawings by JAM

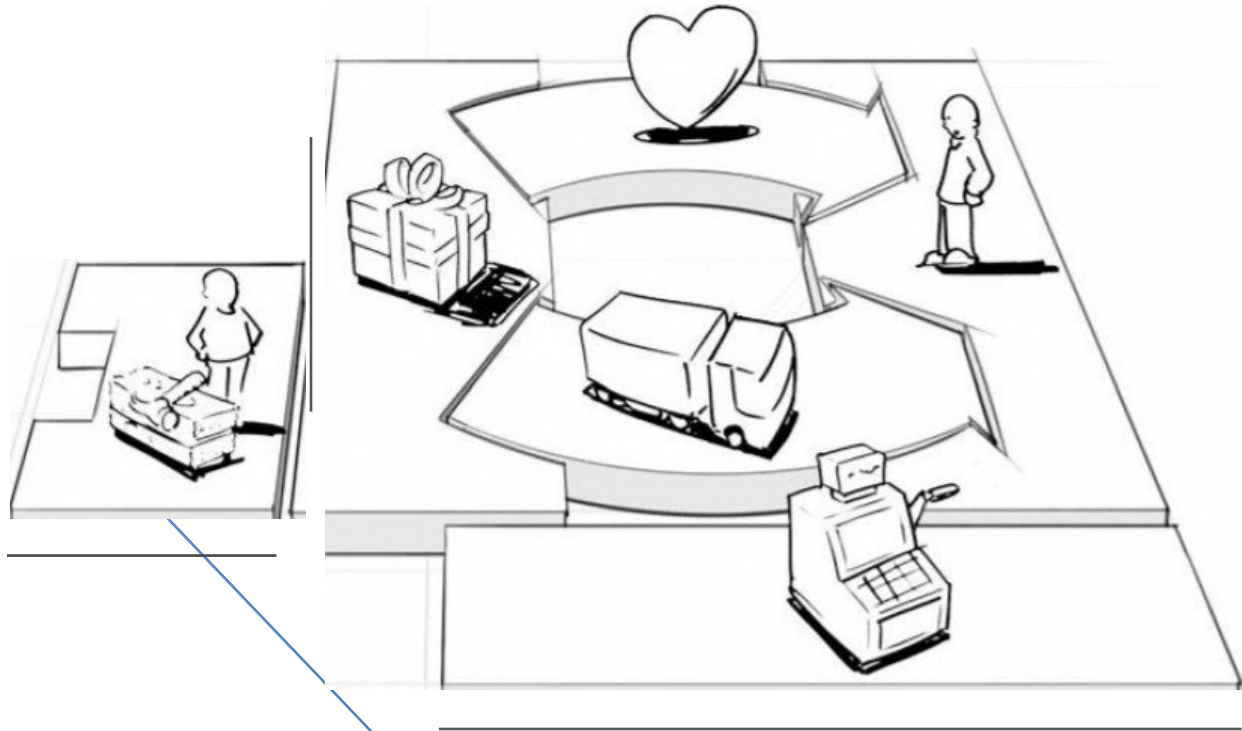
Revenues Streams



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

drawings by JAM

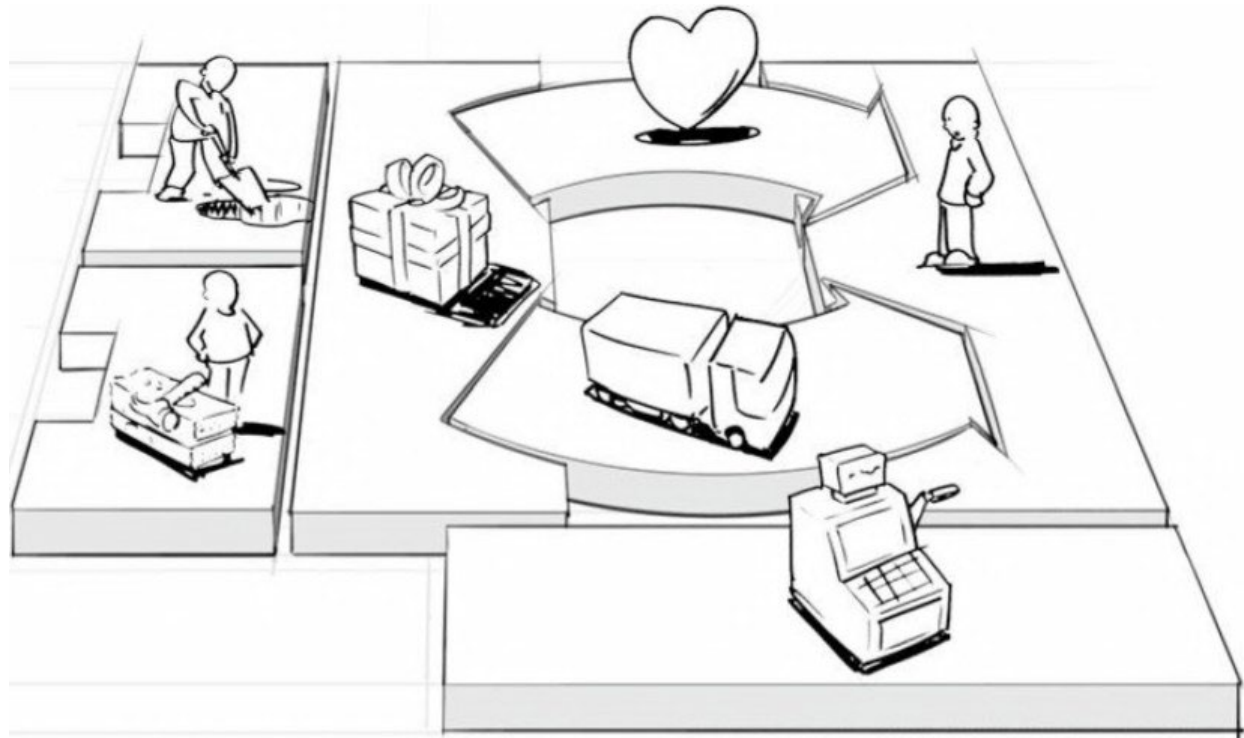
Key Resources



which resources underpin your business model?
which assets are essential?

drawings by JAM

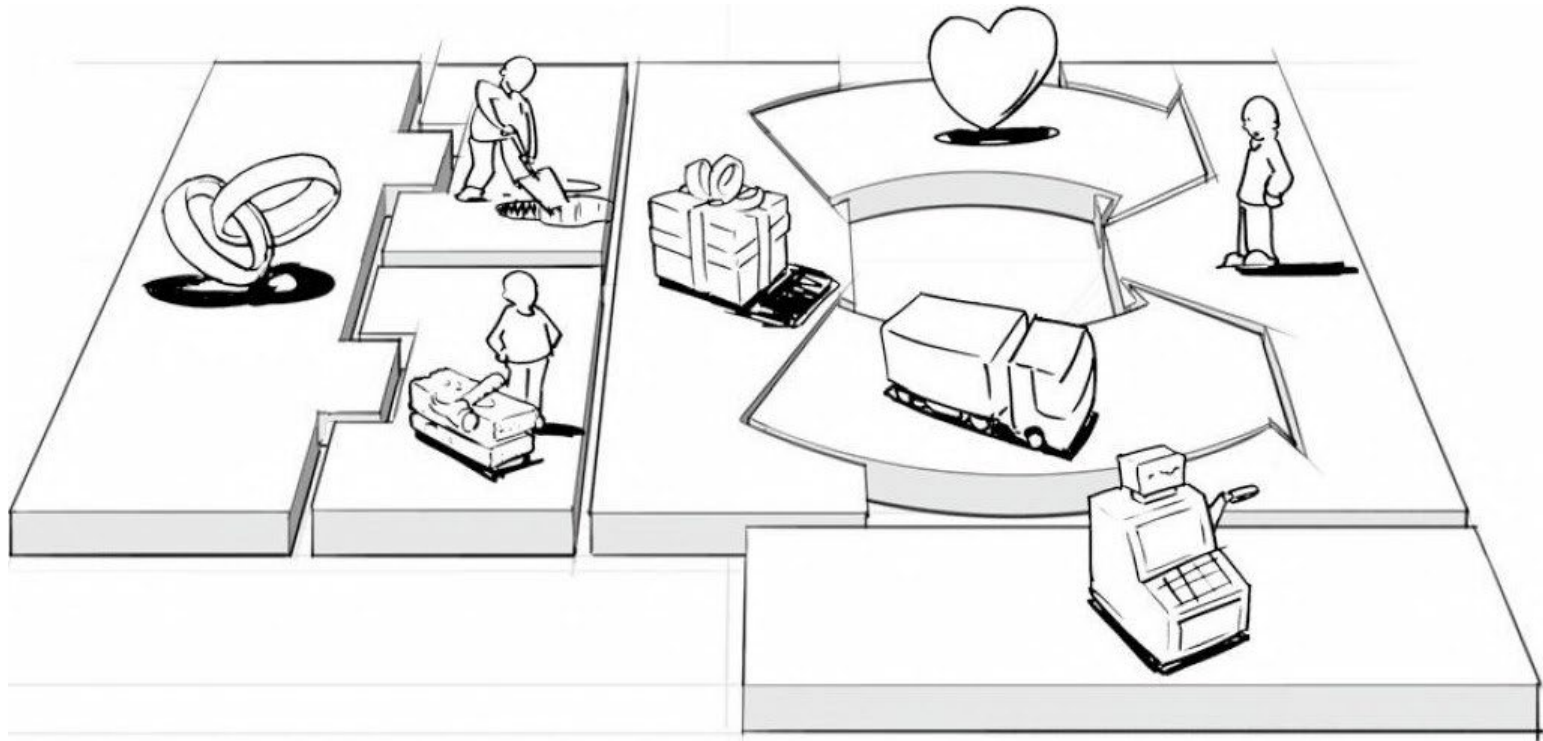
Key Activities



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

drawings by JAM

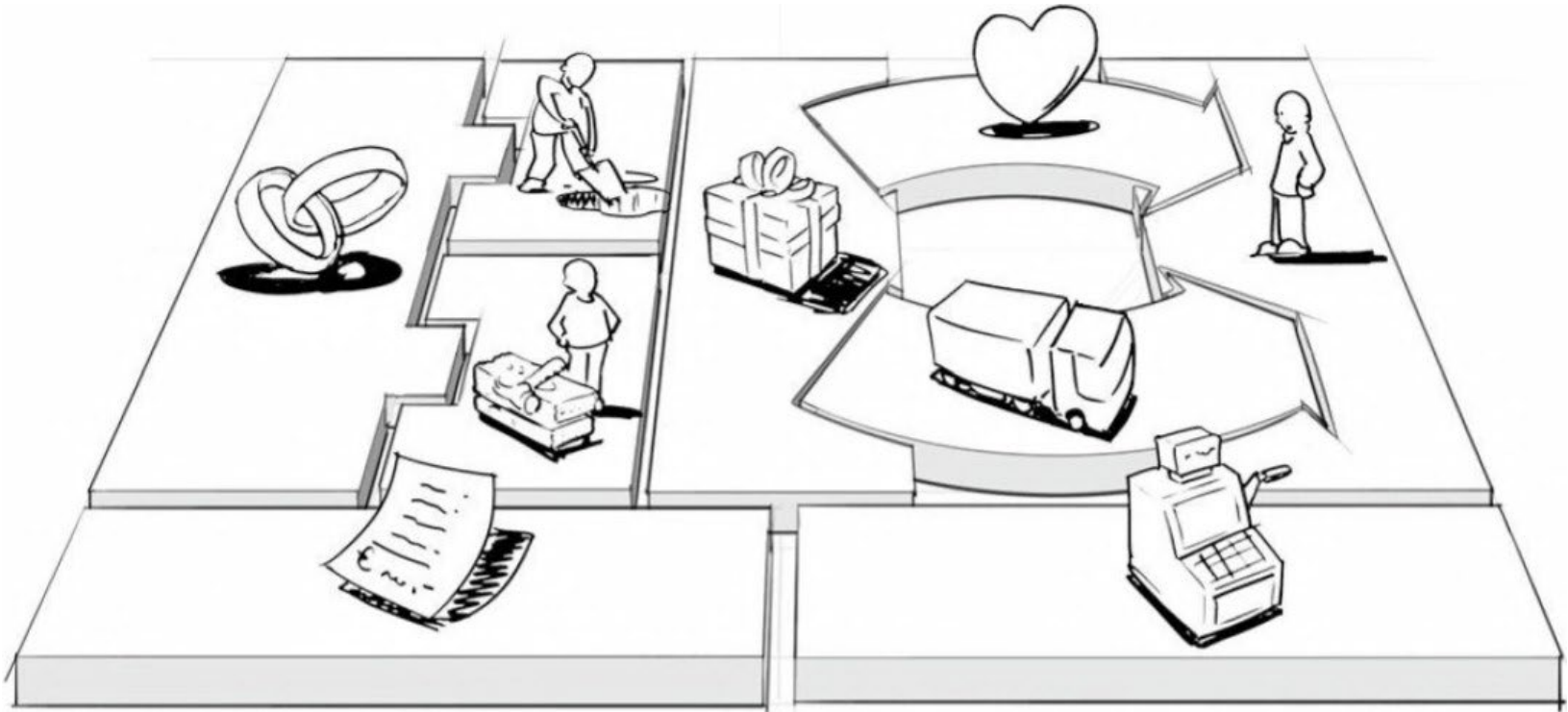
Key Partners



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

drawings by JAM










Cost Structures



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

drawings by JAM

Your Business Model Canvas

 <p>KEY PARTNERS</p> <p>Guess</p> <p>Guess</p> <p>Guess</p>	 <p>KEY ACTIVITIES</p> <p>Guess</p> <p>Guess</p>	 <p>VALUE PROPOSITION</p> <p>Guess</p>	 <p>RELATIONSHIPS</p> <p>Guess</p>	 <p>CUSTOMER SEGMENT</p> <p>Guess</p>
	 <p>KEY RESOURCES</p> <p>Guess</p> <p>Guess</p>		 <p>CHANNELS</p> <p>Guess</p> <p>Guess</p>	
 <p>COST STRUCTURE</p> <p>Guess</p> <p>Guess</p>		 <p>REVENUE STREAMS</p> <p>Guess</p> <p>Guess</p>		

EXAMPLES

EXAMPLES

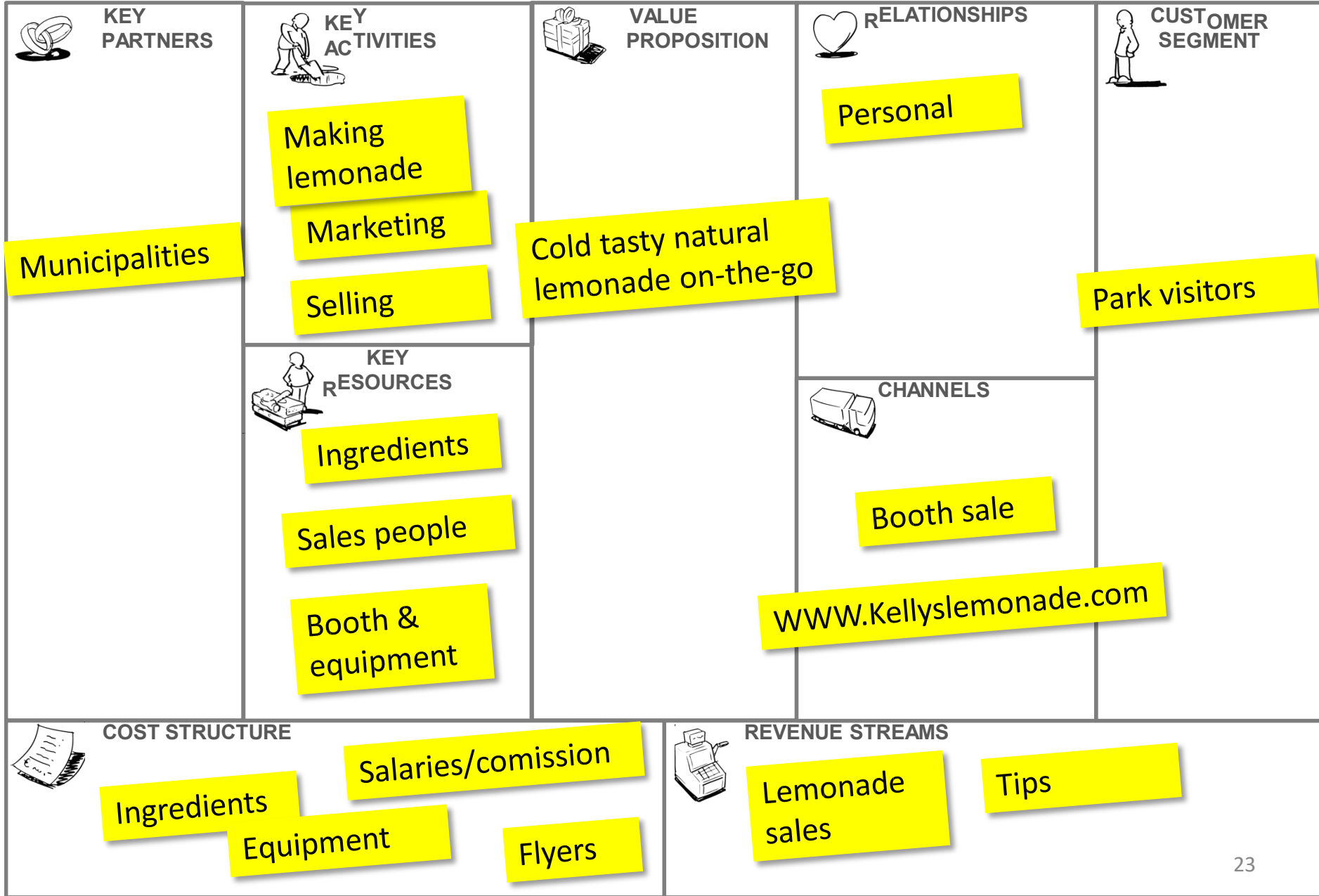
Example 1



Refreshing lemonade to joggers
at public parks



Lemonade Stand: Refreshing Lemonade

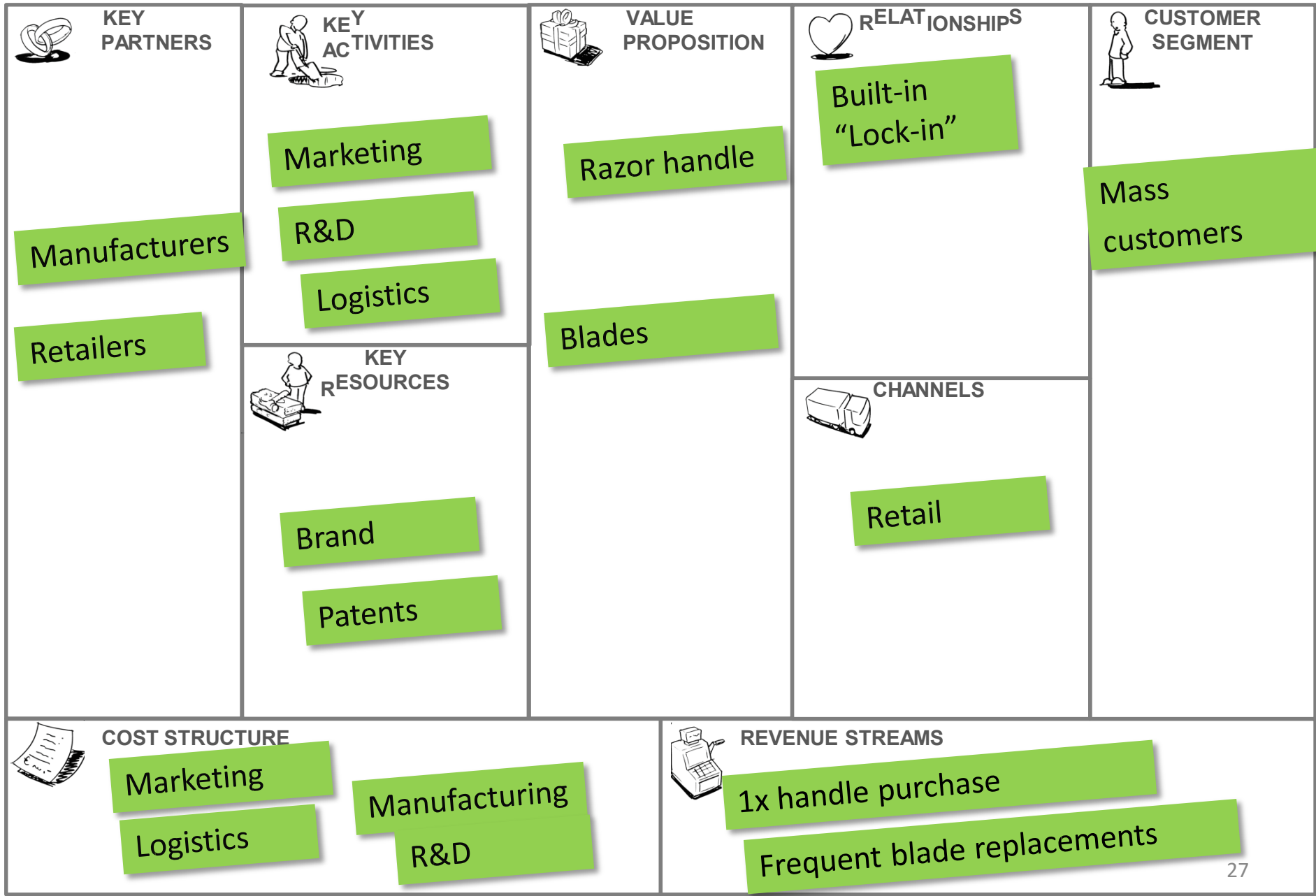


Example 2

The Gillette logo, featuring the word "Gillette" in a bold, italicized, sans-serif font, with a registered trademark symbol (®) to the upper right of the letter 'e'.

Smooth shave for men & women

Gillette: Razors & Blades




Create a **CANVAS**

of your enterprise project

Key Partners Who are our key partners? Who are our key suppliers? Which key resources are acquired from partners? Which key activities do partners perform? Which key channels do partners use? Which key customer segments do partners serve?	Key Activities GUESS GUESS Key Resources What key resources do we need to perform our key activities? Do we own them? Do we rent them? Do we have them? Do we need them? Do we have them?	Value Propositions What value do we deliver to the customer? What is the job-to-be-done? What are we helping to create? What bundle of products and services are we offering to each customer segment? What is customer-ready service offering? What is the customer's job-to-be-done?	Customer Relationships What type of relationship do we build with each customer segment? What type of relationship do we build with each customer segment? What type of relationship do we build with each customer segment? What type of relationship do we build with each customer segment?	Customer Segments For whom are we creating value? What are our most important customer segments? What are our most important customer segments?
Cost Structure What are the most important costs that we incur to create value? What are the most important costs that we incur to create value? What are the most important costs that we incur to create value? What are the most important costs that we incur to create value?	Revenue Streams How do we capture value? How do we capture value? How do we capture value? How do we capture value?			

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A background image showing a business meeting. In the upper half, two people in suits are gesturing with their hands while talking. In the lower half, hands are seen pointing at a document on a table. The document features a bar chart and the text 'Financial plan of company development' and 'Table No. 10'.

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

THANK
YOU!