

Business Modelling



Business Model Canvas

is used by well-established businesses to evolve over time

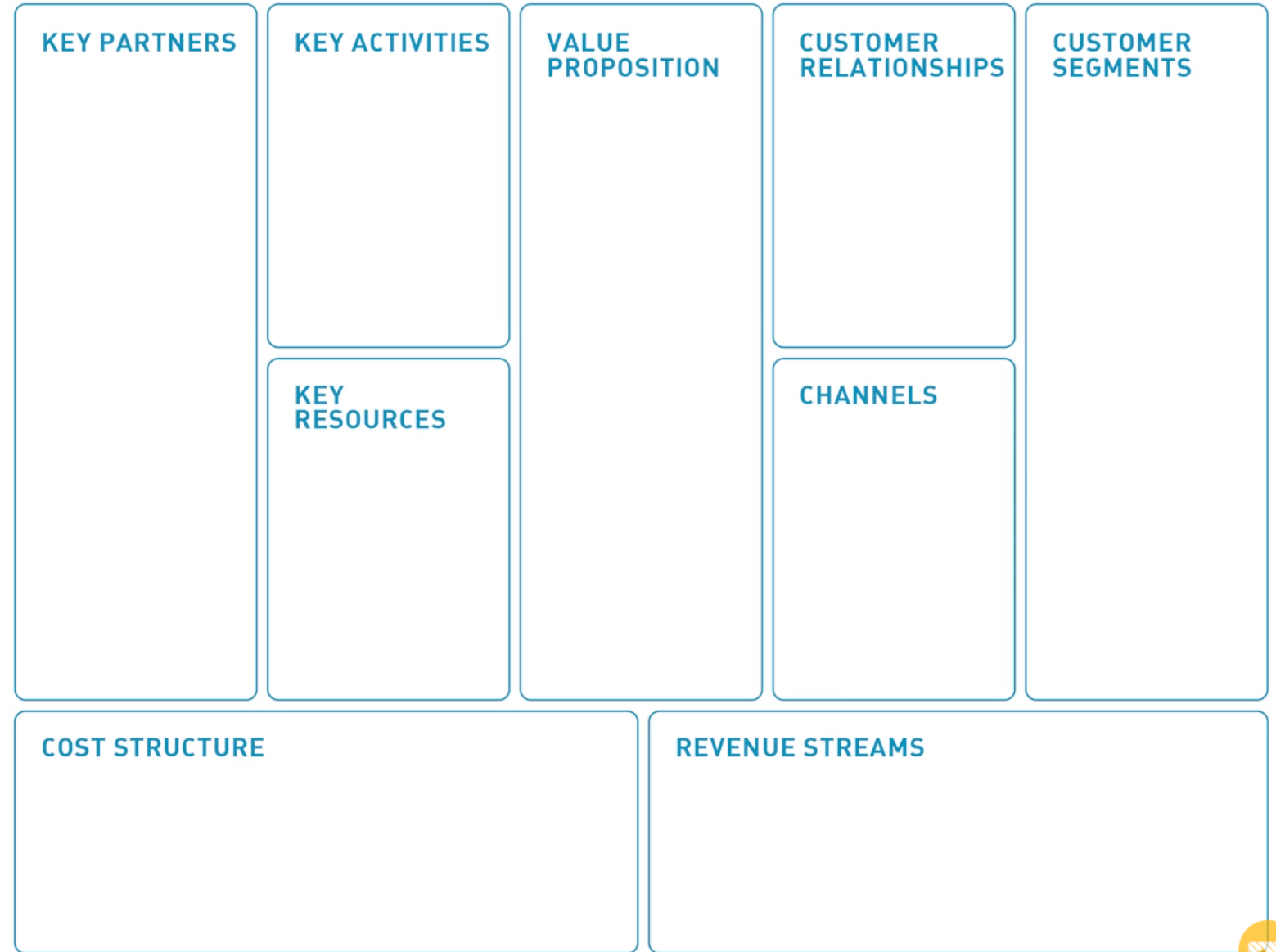
vs

Lean Canvas

is used by startups to launch their products



Business Model Canvas



Customer Segments

Who is the most important customer you're delivering value to?

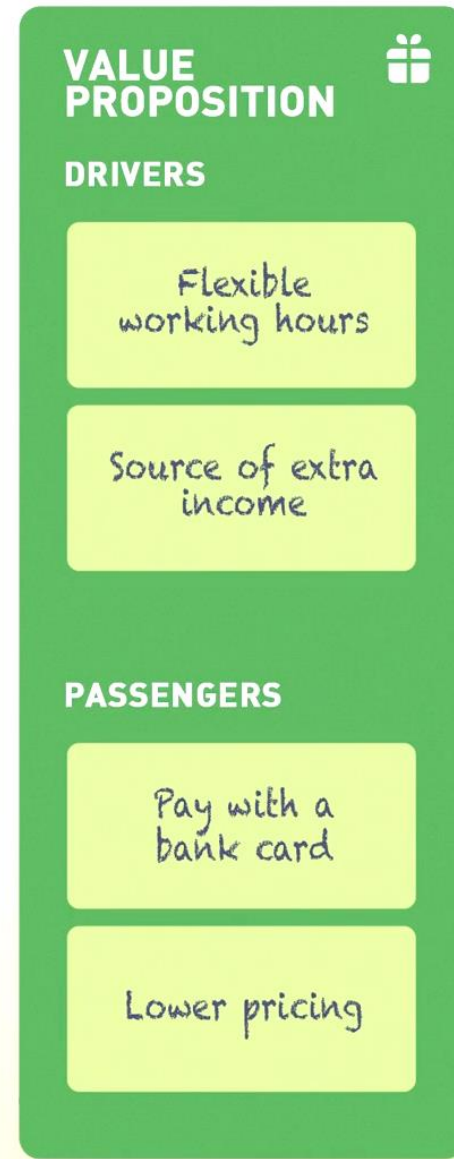


Key Questions

1. For whom are we creating value?
2. Who are our most important customers, clients, or users?

Value Proposition

Problems or needs that your product/service can solve for your customers

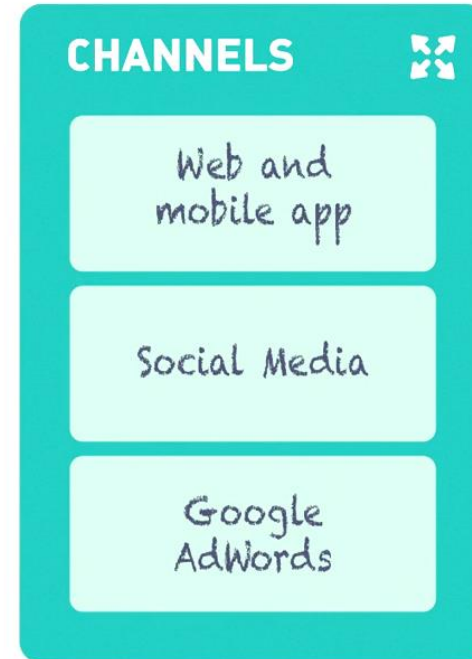


Key Questions

1. What value do we deliver to the customer?
2. Which one of our customer's problems are we helping to solve?
3. Which job are we helping the customer get done?
4. Which customer needs are we satisfying?
5. What bundles of products and services are we offering to each Customer Segment?

Channels

Communication channels you use to reach customer segments

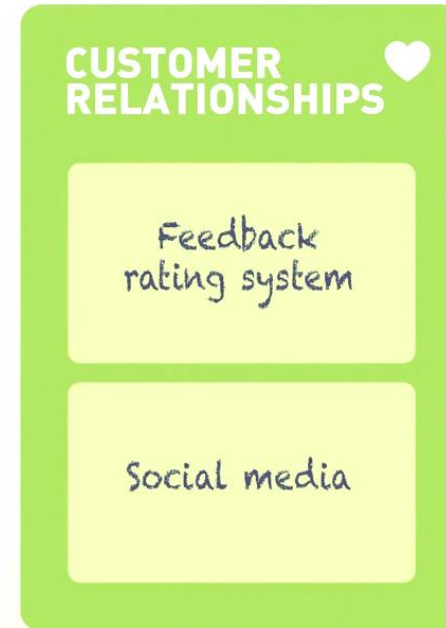


Key Questions

1. Through which Channels do our Customer Segments want to be reached?
2. How are we reaching them now?
3. How are our Channels integrated? Which ones work best?
4. Which ones are most cost-efficient?
5. How are we integrating them with customer routines?

Customer Relationships

How you interact with customers



Key Questions

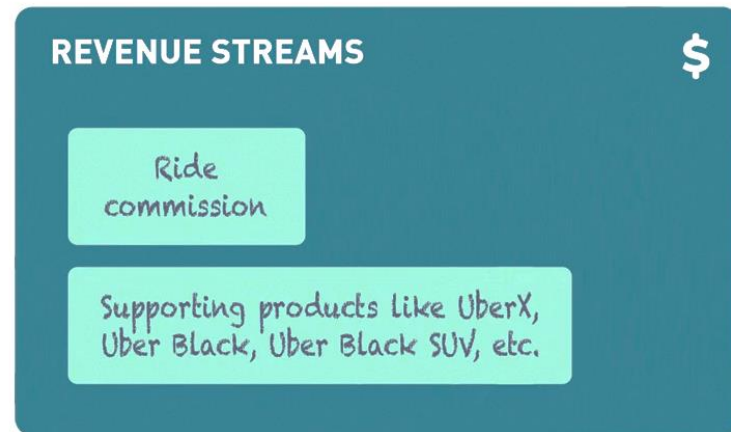
1. What type of relationship does each of our Customer Segments expect us to establish and maintain with them?
2. Which ones have we established?
3. How costly are they?
4. How are they integrated with the rest of our business model?

Business Model Canvas

Uber Example

Revenue Streams

Specify the ways your business uses to get money



Key Questions

1. For what value are our customers really willing to pay?
2. How would they prefer to pay?
3. How much does each Revenue Stream contribute to overall revenues in terms of percentages of the total?

Business Model Canvas

Uber Example

Key Activities

List all the things you need to accomplish to make your business work

KEY ACTIVITIES ✓

Web and mobile app development

Drivers recruitment

Marketing activities

Key Questions

1. What Key Activities do our Value Propositions require?
2. Our Distribution Channels?
3. Customer Relationships?
4. Revenue streams?

Business Model Canvas

Uber Example

Key Resources

Assets you need to run your business



Key Questions

1. What Key Resources do our Value Propositions require?
2. Our Distribution Channels?
3. Customer Relationships?
4. Revenue Streams?

Business Model Canvas

Uber Example

Key Partners

Define all the external stakeholders that can contribute to your business

KEY PARTNERS

Investors

Car owners

Key Questions

1. Who are our key partners?
2. Which partnerships are critical to our business?
3. Who are our critical suppliers?
4. Which of our suppliers and partners are sourcing our key resources?
5. What type of partnerships would suit our needs?

Cost Structure

What you spend money for

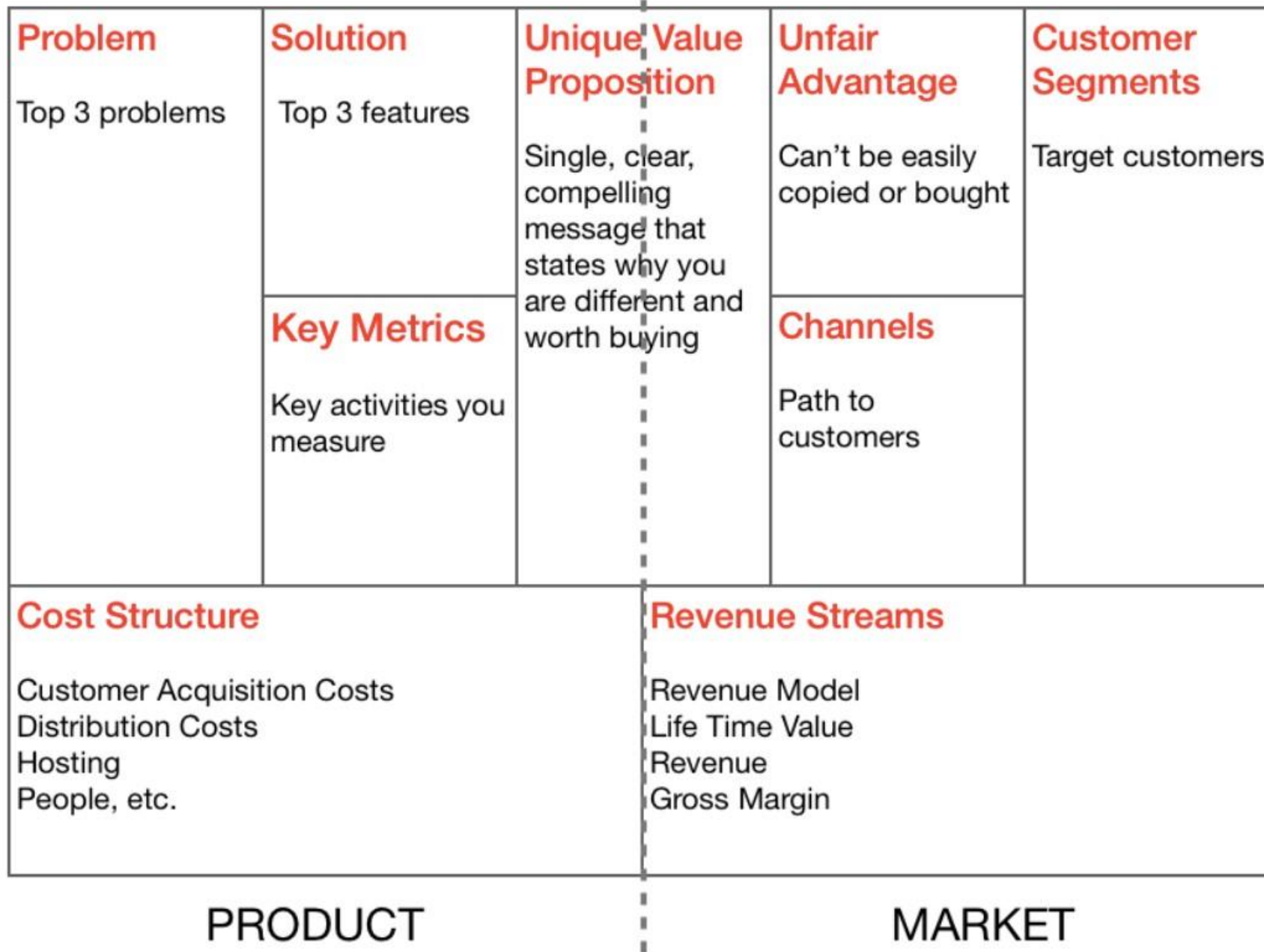


Key Questions

1. What are the most important costs inherent in our business model?
2. Which Key Resources are most expensive?
3. Which Key Activities are most expensive?

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Thank You