# enterprisingcommunities.today

## **The Business Model Canvas**

Designed for: Designed by: Date: Version:

### **Key Partners**

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Who are our Key Partners? Which Key Resources are we acquairing from partners? Which Key Activities do partners perform?

### **Key Activities**

Our Distribution Channels? Customer Relationships?

Revenue streams?

What Key Activities do our Value Propositions require?



### Value Propositions



What value do we deliver to the customer? Which one of our customer's problems are we helping to solve?

What bundles of products and services are we offering to each Customer Segment? Which customer needs are we satisfying?

CHARACTERISTICS
Newness
Performance
Customization
"Getting the Job Done"
Design
Brand/Status
Price
Cost Reduction
Risk Reduction
Accessibility
Convenience/Usability

### Customer Relationships

What type of relationship does each of our

Customer 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?



For whom are we creating value?

**Customer Segments** 

### Channels



How are our Channels integrated?

How are we integrating them with customer routines?

- CHAINEL PHASES

  1. Averages

  2. Evaluation

  1. Evaluation

  1. Evaluation

  1. How do use help customers evaluate our company's products and services?

  1. Evaluation

  1. How do use help customers evaluate our organization's Value Proposition?

  1. Flort do use alone customers to purhase specific products and services?

  1. Delivery

  1. How do use deliver a Value Proposition to customers?

- After sales
   How do we provide post-purchase customer support?

### **Key Resources** What Key Resources do our Value Propositions require?

Our Distribution Channels? Customer Relationships?

Physical Intellectual (brand patents, copyrights, data) Human Financial



Through which Channels do our Customer Segments want to be reached?
How are we reaching them now?

Which ones work best? Which ones are most cost-efficient?

### **Cost Structure**

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

is YOUR BUSINESS MORE
Cost Driven deanest cost structure, low price value proposition, maximum automation, extensive outsourcing)
Value Driven (Tocused on value creation, premium value proposition)

SAMPLE CHARACTERISTICS
Fixed Costs (salaries, rents, utilities)
Variable costs
Economies of scale
Economies of scape



### Revenue Streams

For what value are our customers 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?





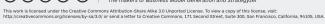














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