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2016-1-DE02-KA202-003277

Business Model Canvas

A global standard used by millions

This project has been funded with support from the European Commission. This publication reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.



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There are 9 key elements

Partners

Activities

Resources

Value Proposition

Customer Relations Channels

Customer Segments

Costs

Revenue Streams



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Customer Segments



- ◆ Who are the customers?
- ◆ What do they think?
- ◆ What do they do?



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Value Proposition



- ◆ What is compelling about the product/service?
- ◆ Why would customers buy it or use it??



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Channels



- ◆ How is the product or service to be promoted?
- ◆ Why promote it that way?
- ◆ Will it work?



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Customer Relations



- ◆ How do you plan to interact with the customer?
- ◆ Will your plans be different at different stages of the business lifecycle



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Revenue Streams



◆ How will the business earn money



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Key Activities



◆ What are the crucial things the business needs to do to deliver on its propositions and make the rest of the business work



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Key Resources



◆ What strategic assets must the business have to compete



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Key Partnerships



- ◆ Who are the key outside partners that you will need to engage
- ◆ What is it in your business model that you cannot do yourself



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Cost Structure



- ◆ What are the main cost drivers of the business?
- ◆ How are they linked to revenue?



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What the Business Model Canvas does

- ◆ It helps strip away a lot of the padding that comes in a full business plan and helps to focus on the key issues
- ◆ It is a really flexible tool and is much easier to tweak the model to try new things
- ◆ It makes it easier for others to understand your business model and buy into your vision.



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What the Business Model Canvas does not do

◆ The Business Model Canvas is a one-pager that is almost like your business elevator pitch. It does not replace the need for a good and thorough business plan.



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