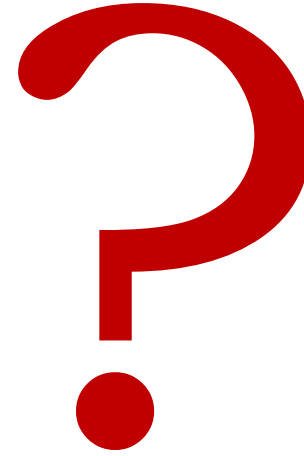
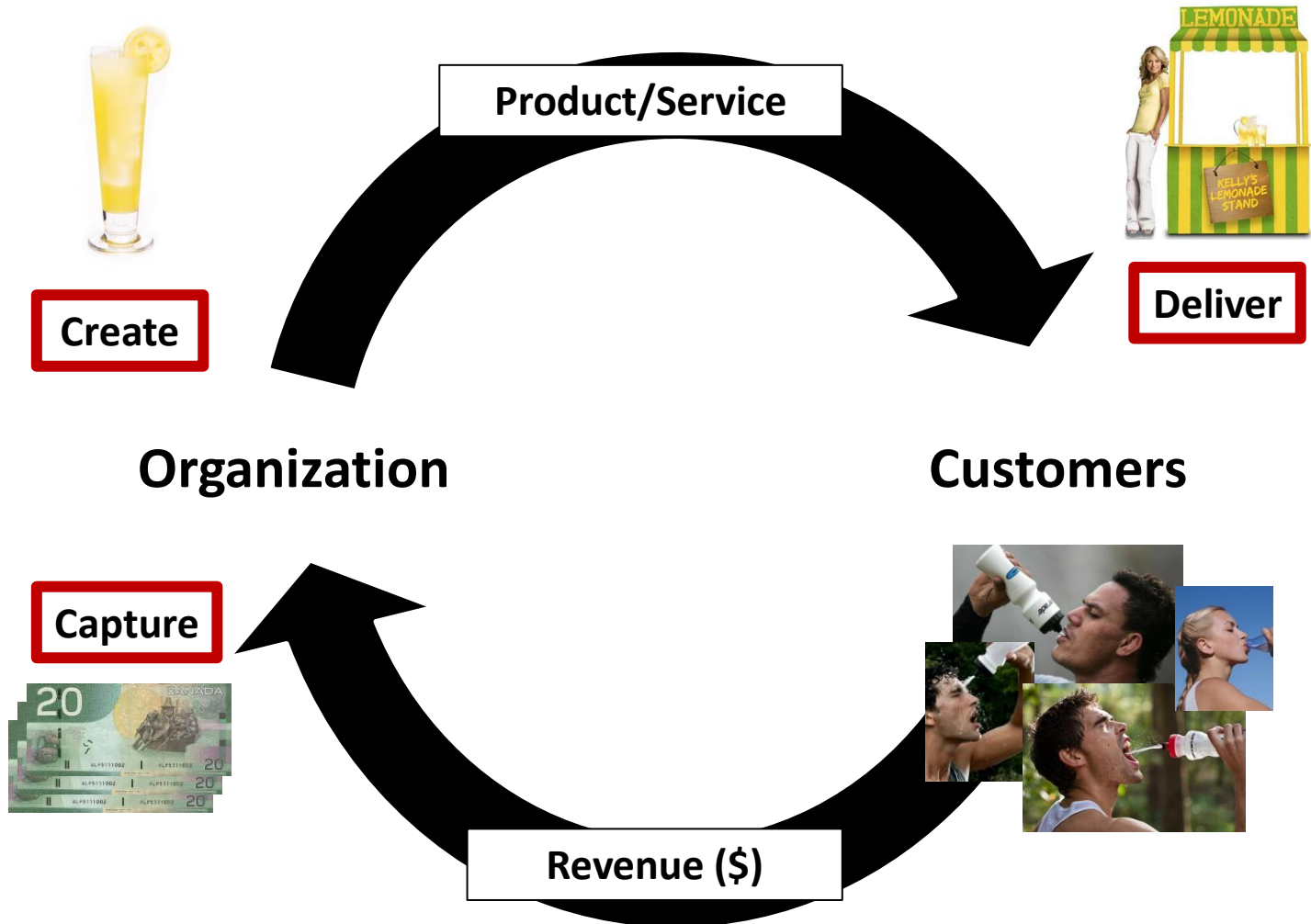


business model



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

BUSINESS MODEL



business
model
canvas

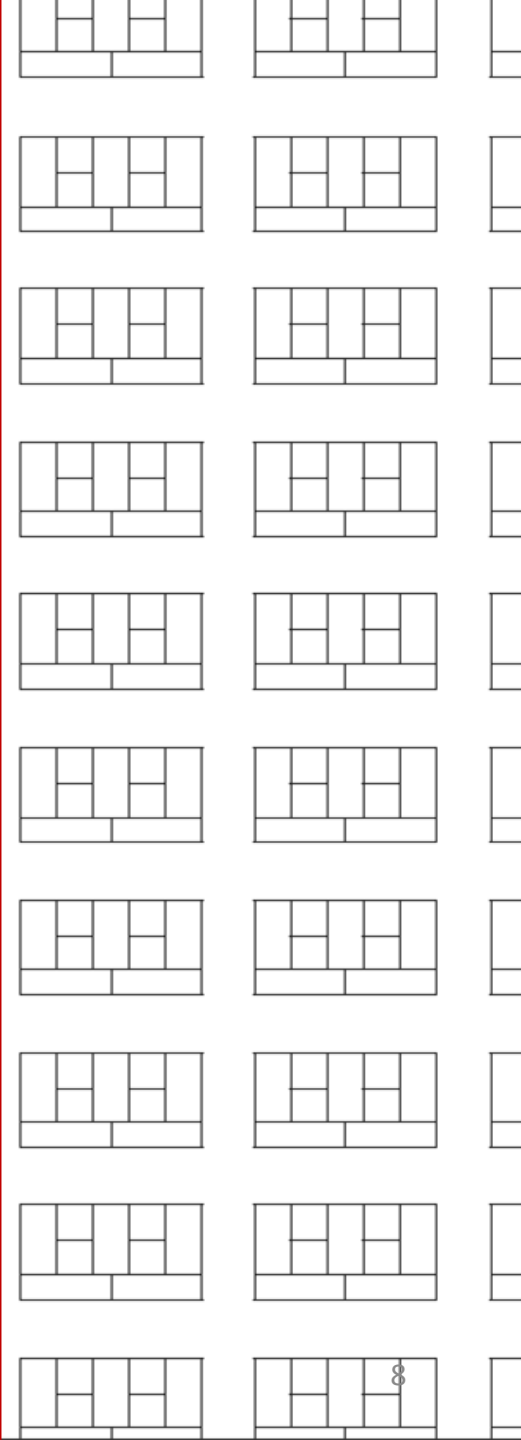


tool to create & analyze
business models...



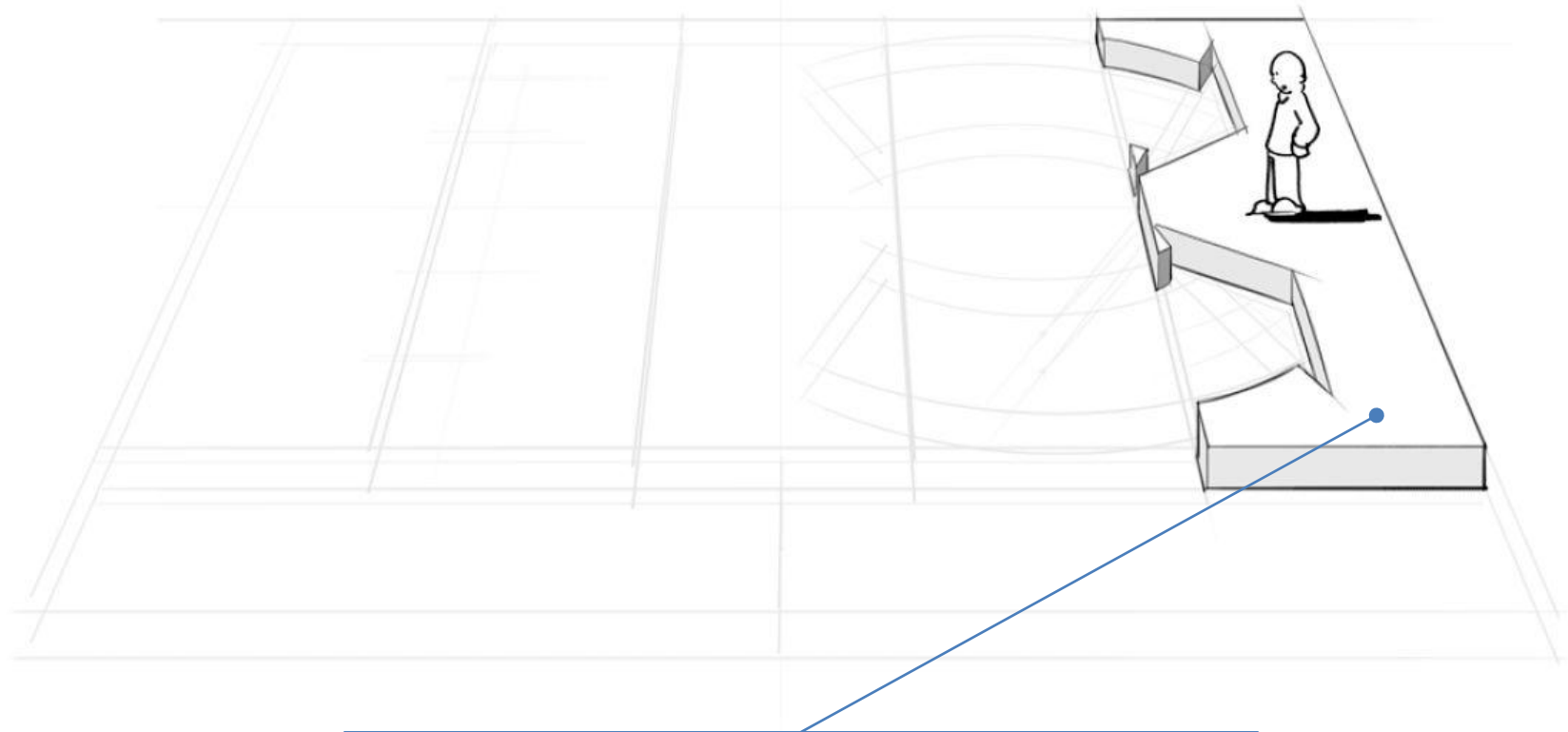
YOU CAN

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



9 building blocks

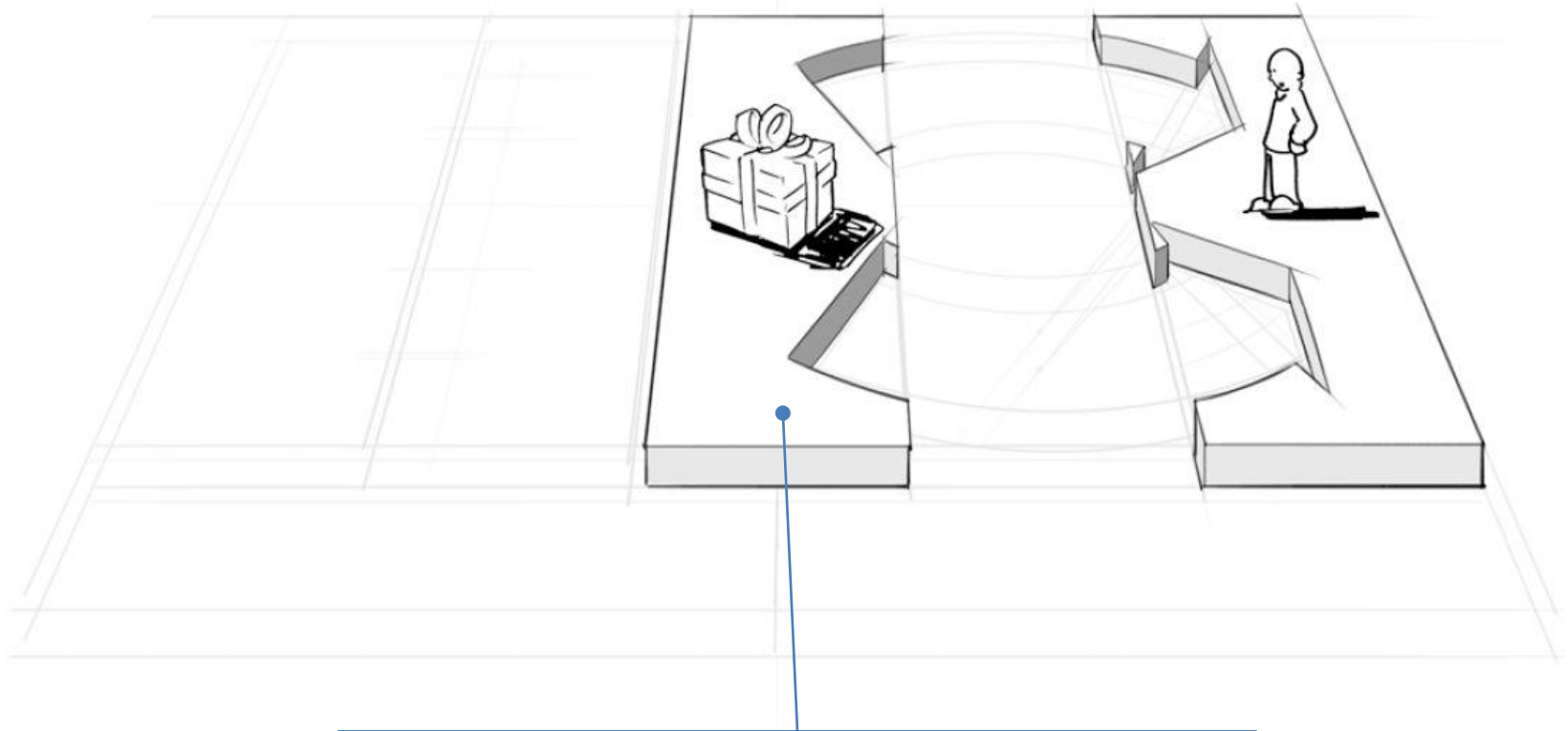
Customer Segments



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

drawings by JAM

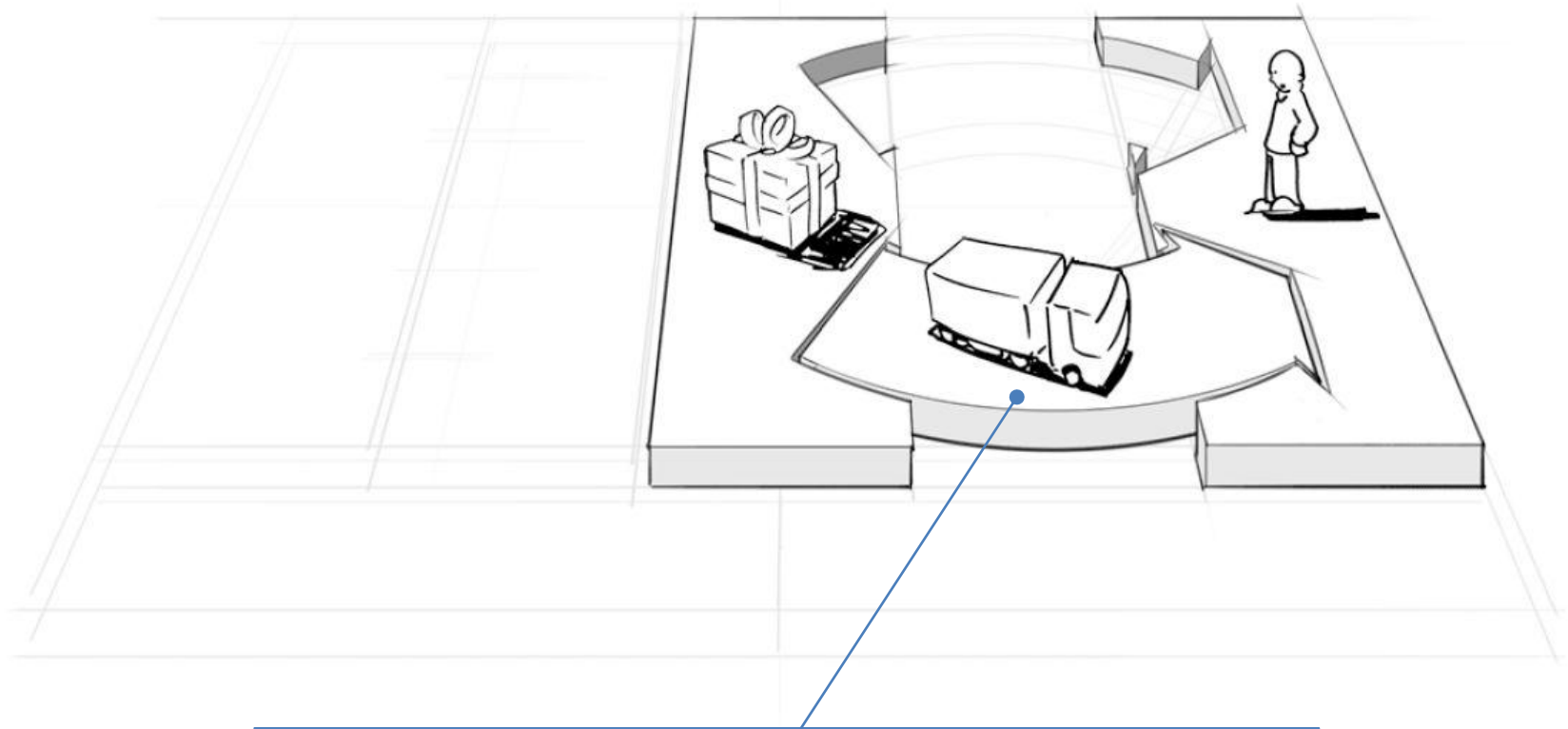
Value Proposition



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

drawings by JAM

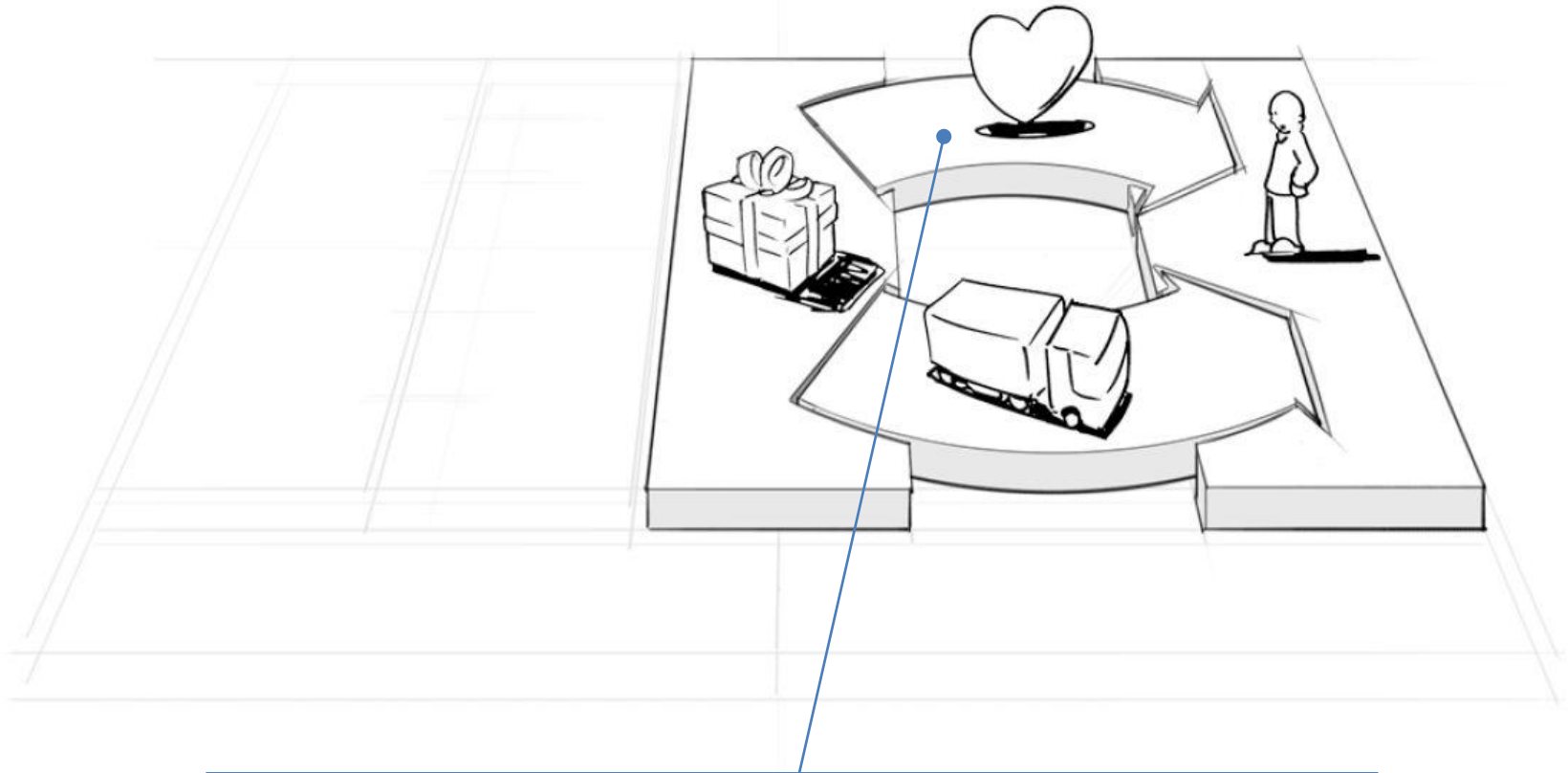
Channels



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

drawings by JAM

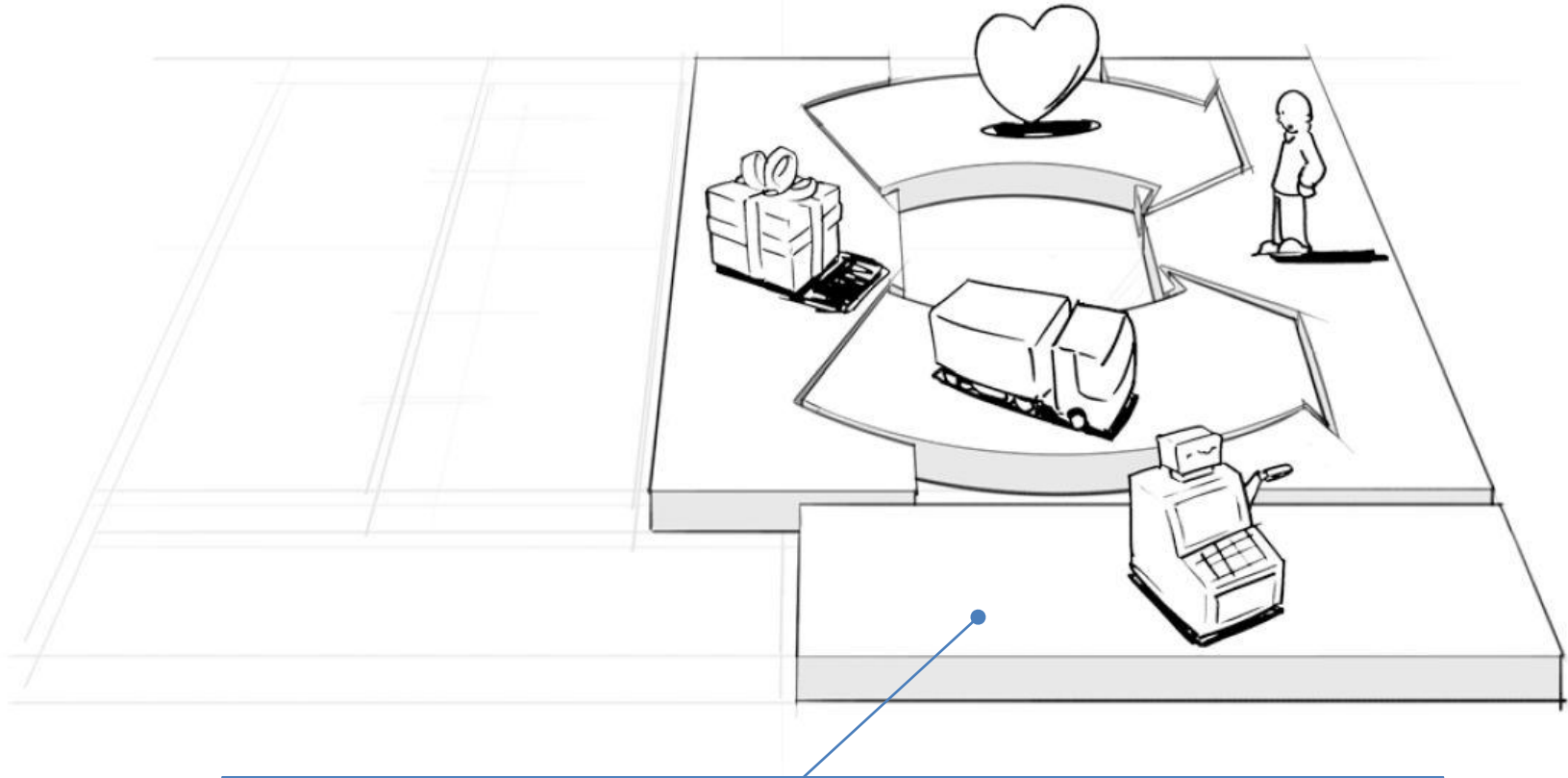
Customer Relationships



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

drawings by JAM

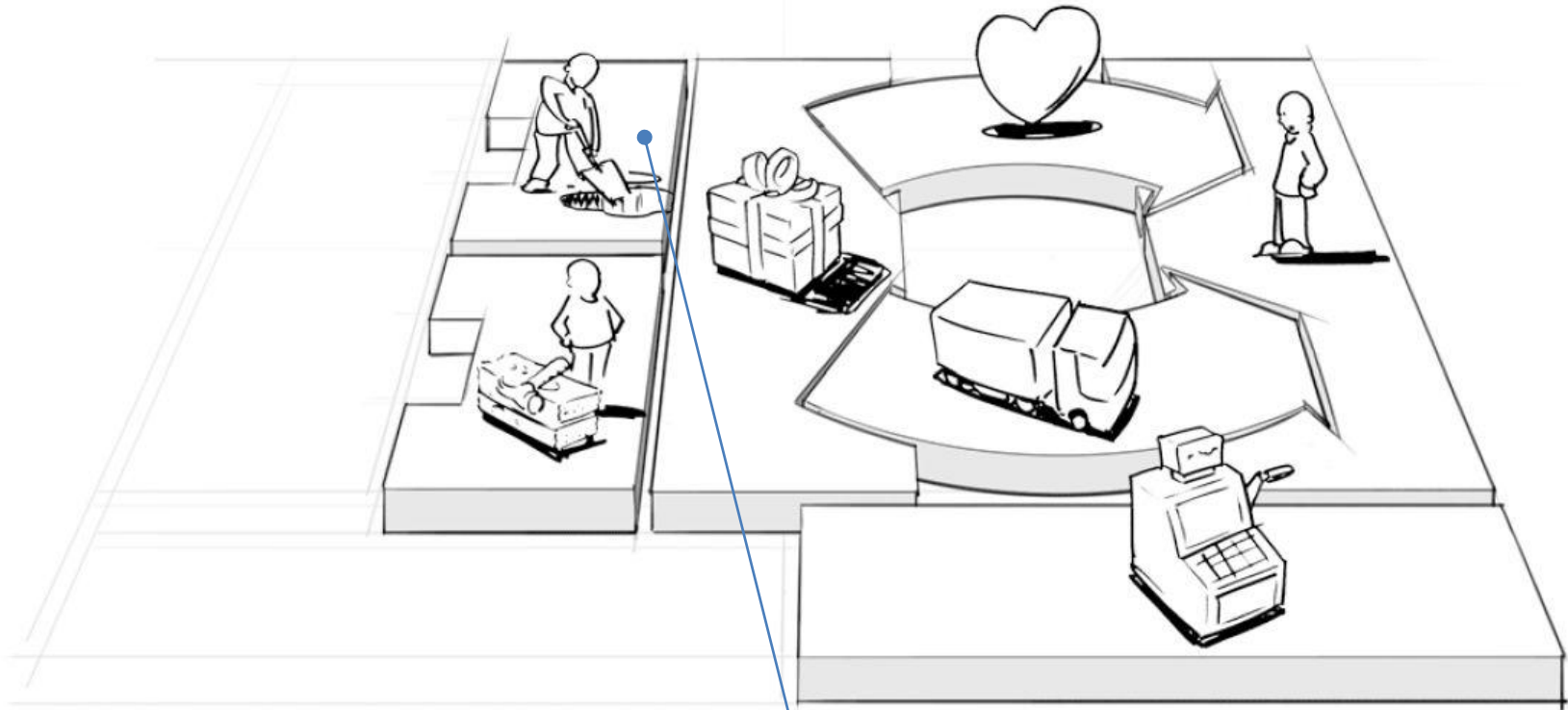
Revenue Streams



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

drawings by JAM

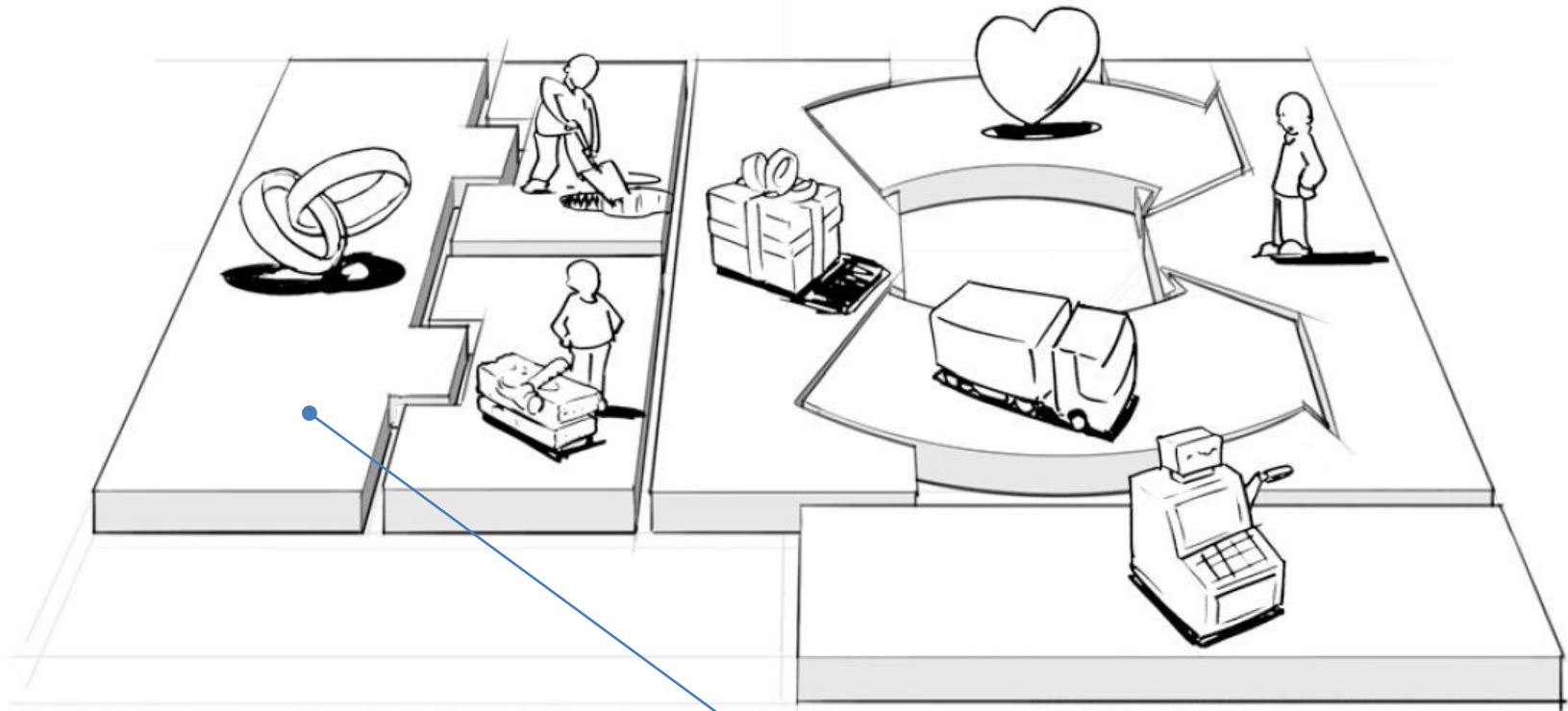
Key Activities



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

drawings by JAM

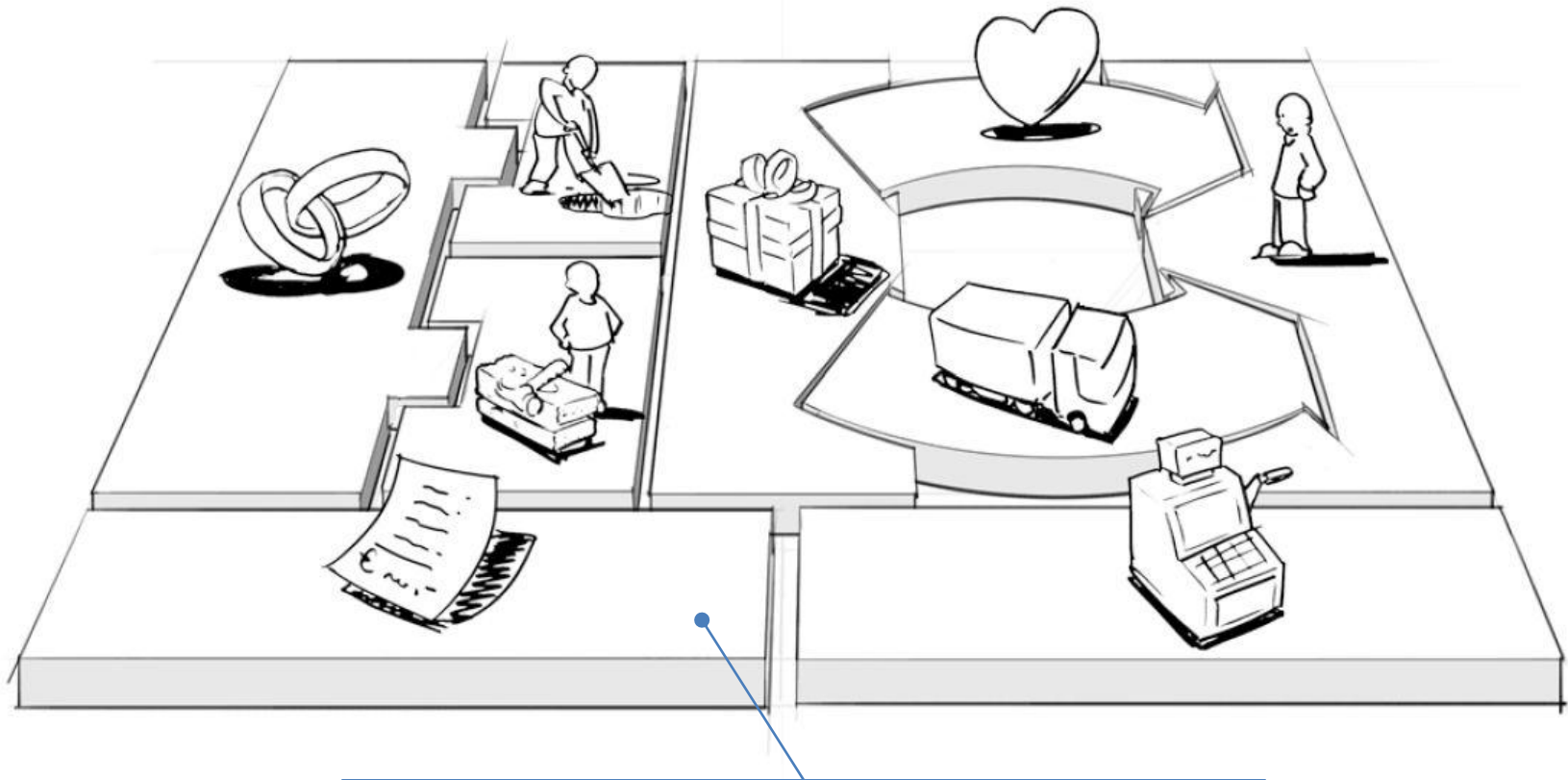
Key Partners



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

drawings by JAM

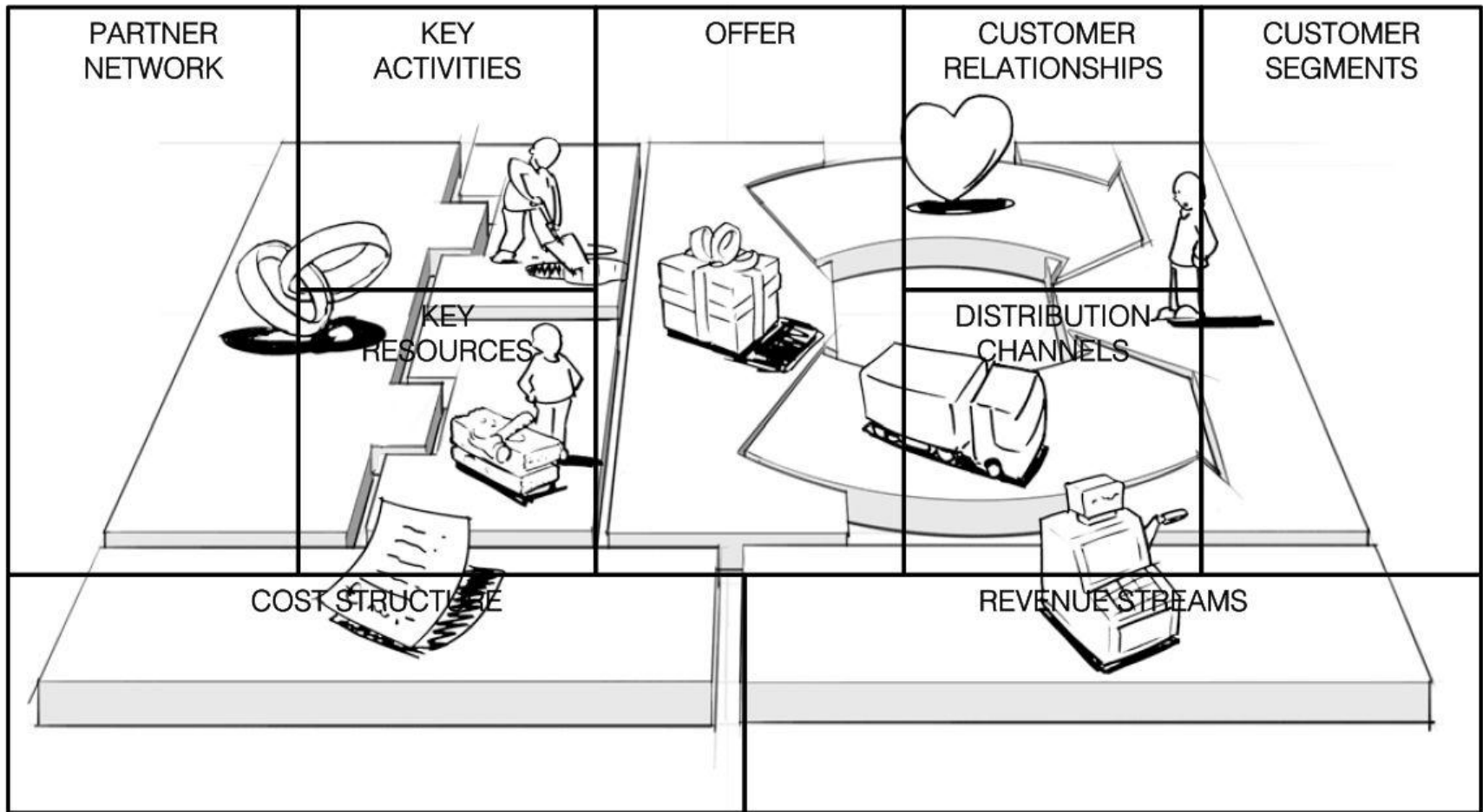
Cost Structure



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

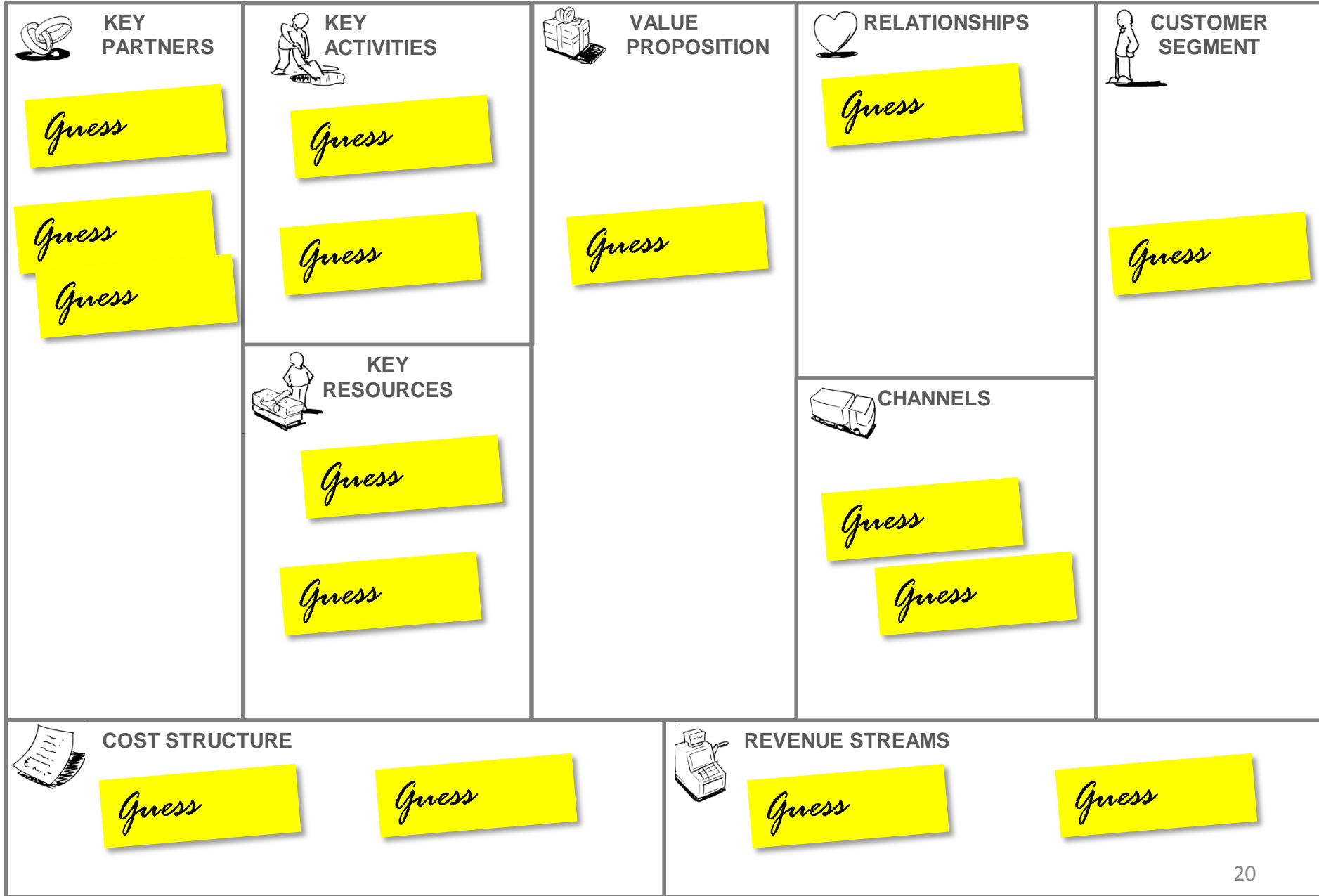
drawings by JAM

Business Model Canvas



drawings by JAM

Your Business Model Canvas



EXAMPLES
EXAMPLES

Example 1



Refreshing lemonade to joggers
at public parks

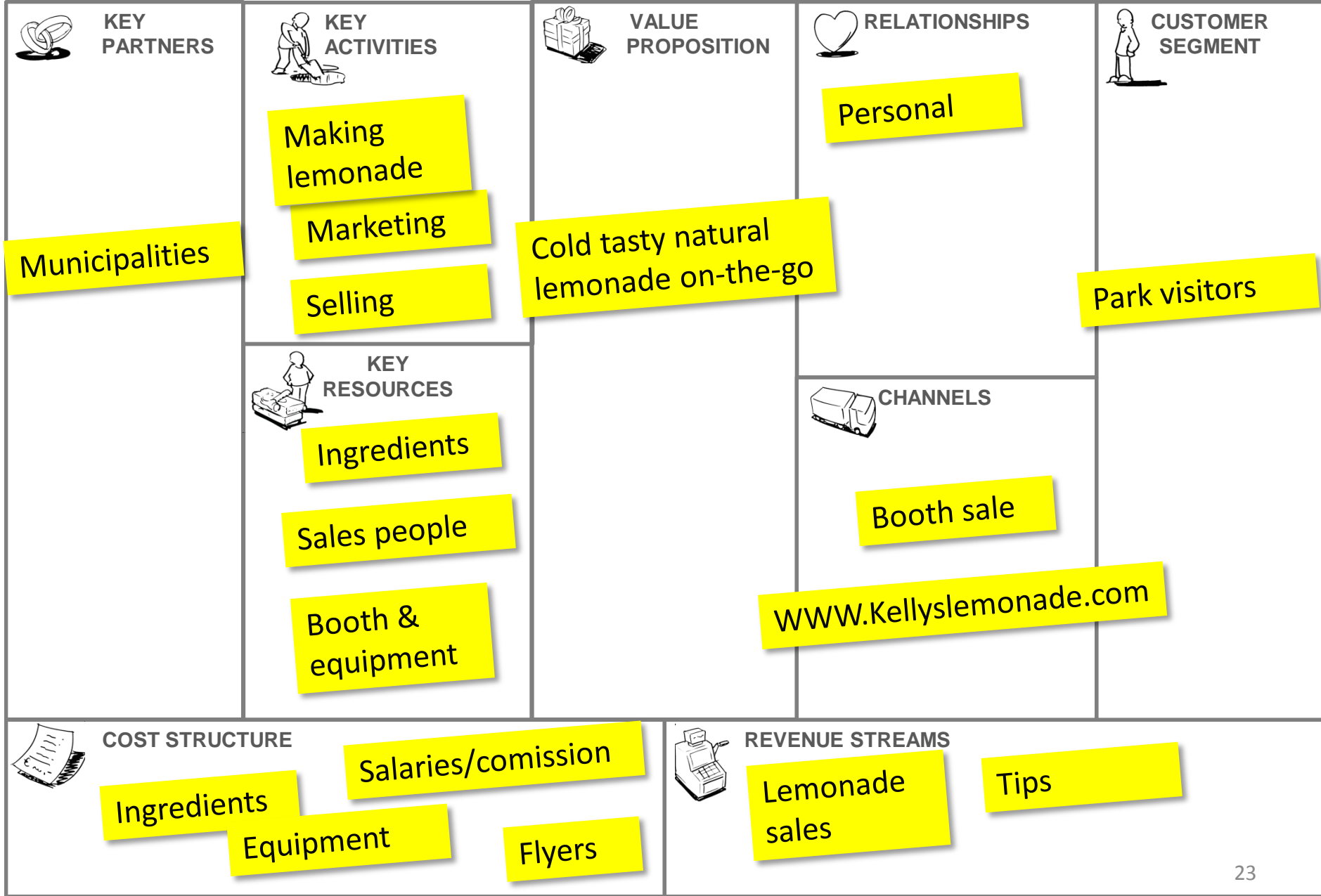
Example 2



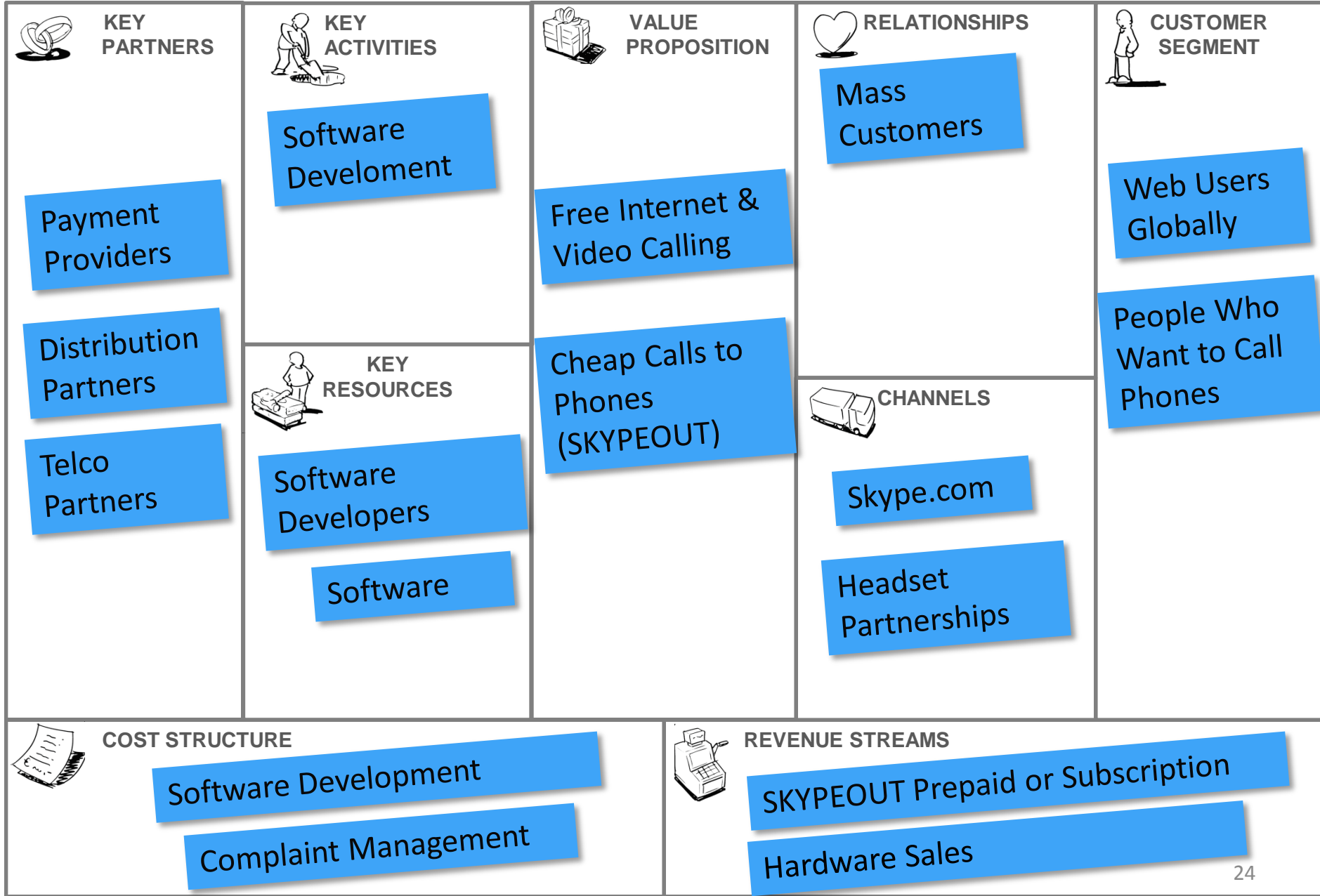
Affordable VOIP calls



Kelly's Lemonade Stand: Refreshing Lemonade



Skype



Example 3

The logo for Flickr, featuring the word "flickr" in a lowercase, sans-serif font. The letters "flick" are blue, and the letters "r" and "TM" are pink.

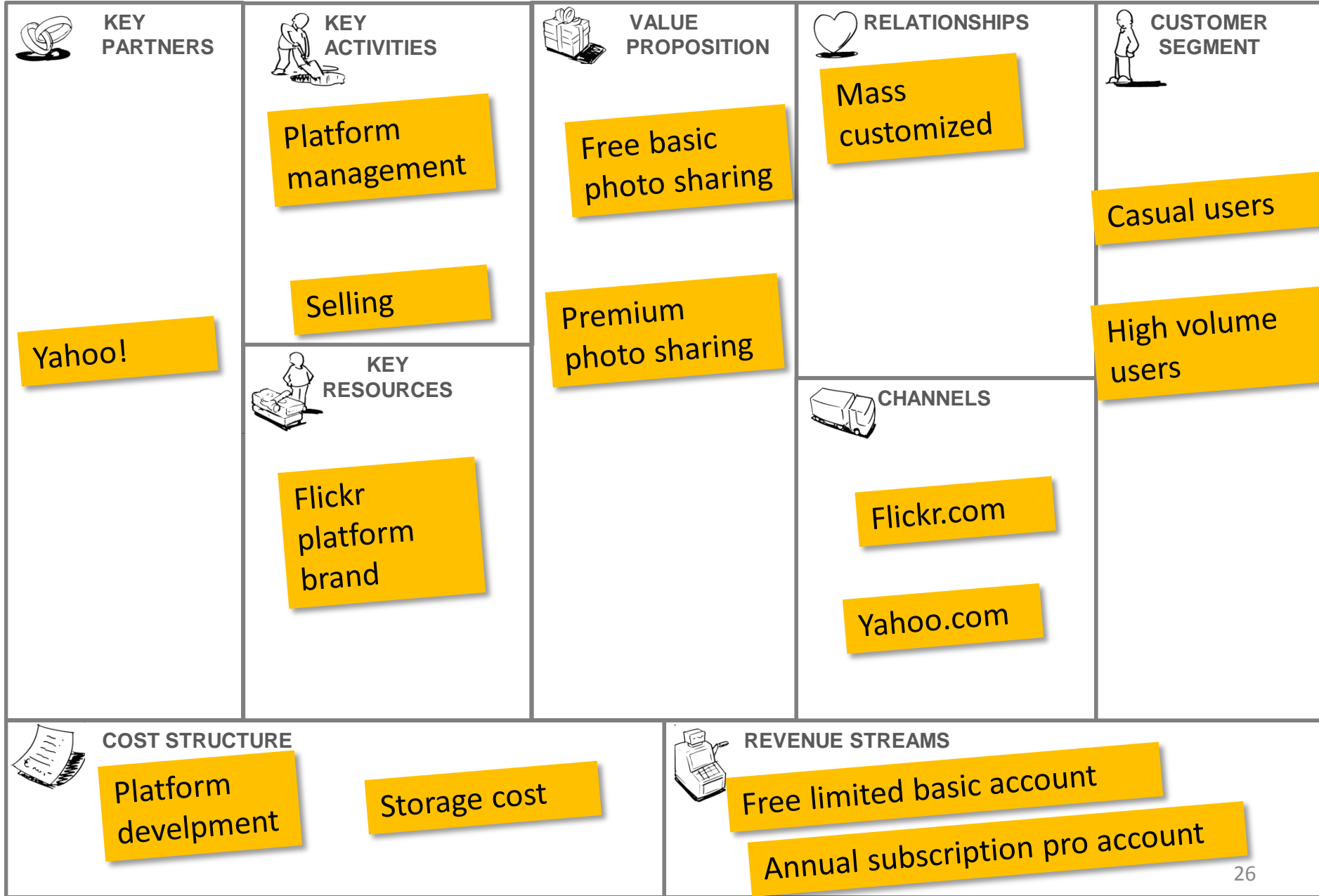
Photo sharing online

Example 4

The logo for Gillette, featuring the word "Gillette" in a bold, italicized, sans-serif font. The letters are black, and a registered trademark symbol (®) is located at the end of the word.

Smooth shave for men & women

Flickr: Photo Sharing



Gillette: Razors & Blades

