business model

"A business model describes the rationale of how an organization creates, delivers, and captures value" business model canvas

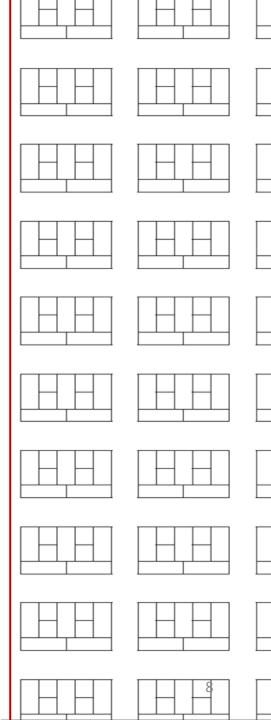


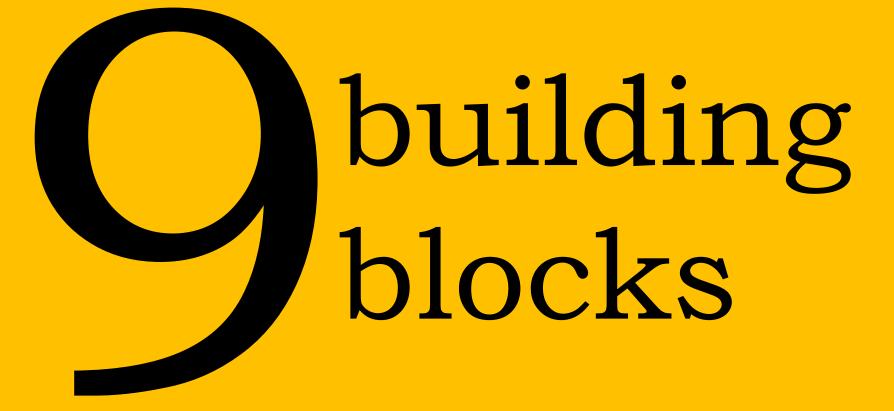
tool to create & analyze business models...

YOU CAN

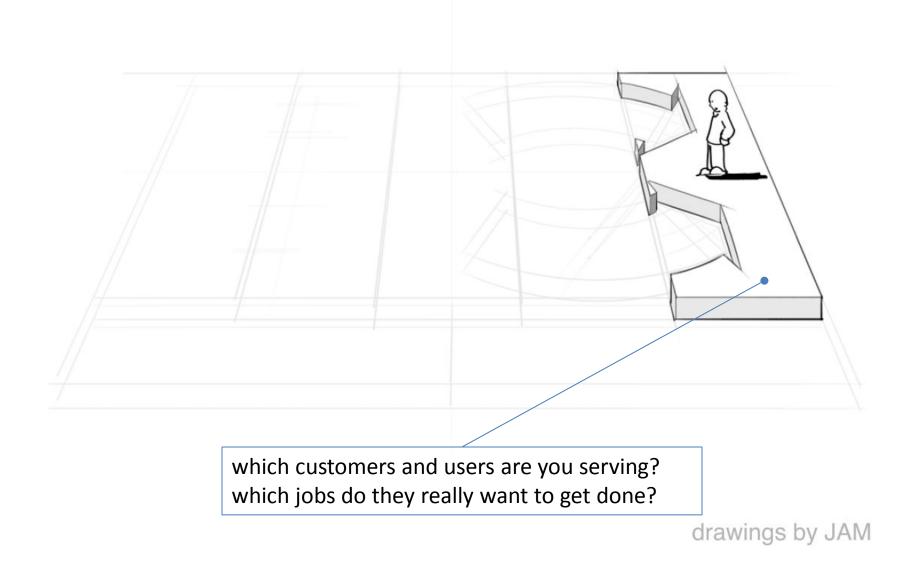
 Create new business models easily

 Analyze & update your existing business model

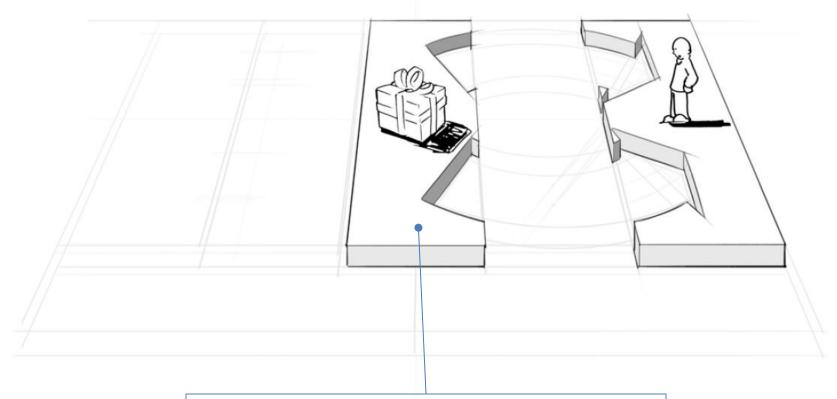




Customer Segments

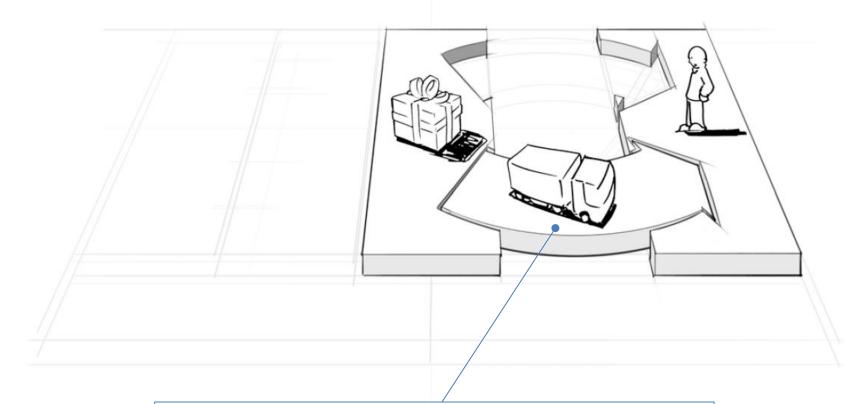


Value Proposition



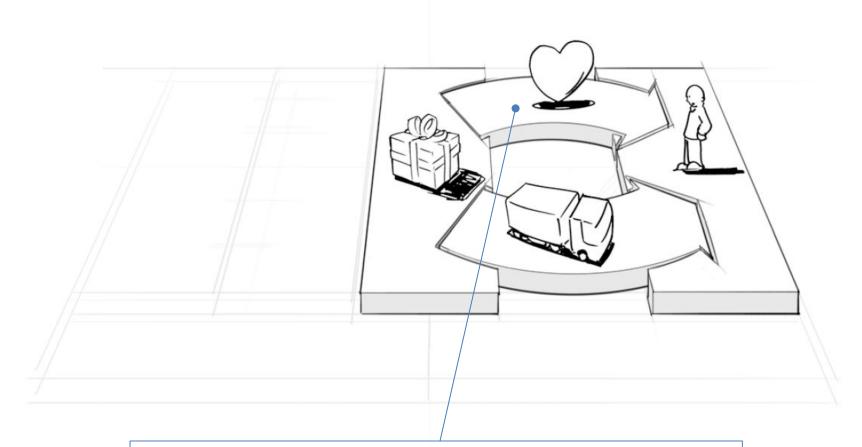
what are you offering them? what is that getting done for them? do they care?

Channels



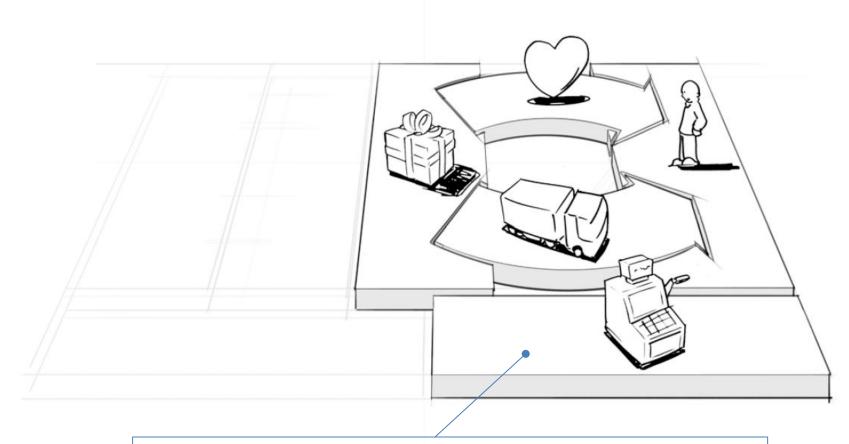
how does each customer segment want to be reached? through which interaction points?

Customer Relationships



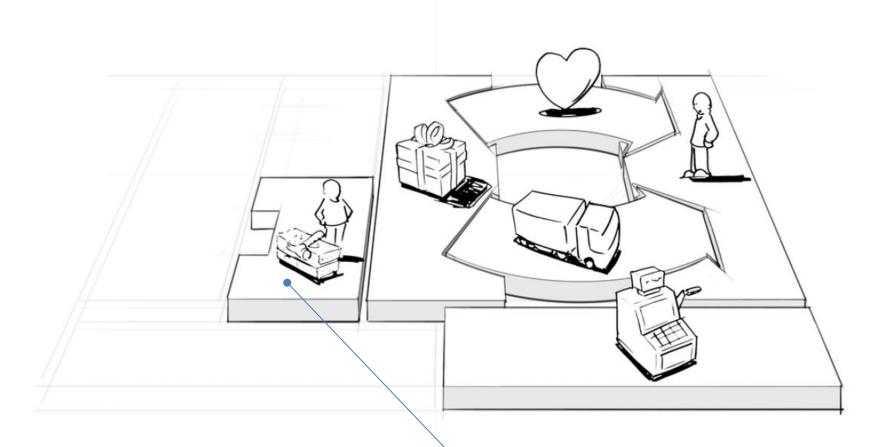
what relationships are you establishing with each segment? personal? automated? acquisitive? retentive?

Revenue Streams



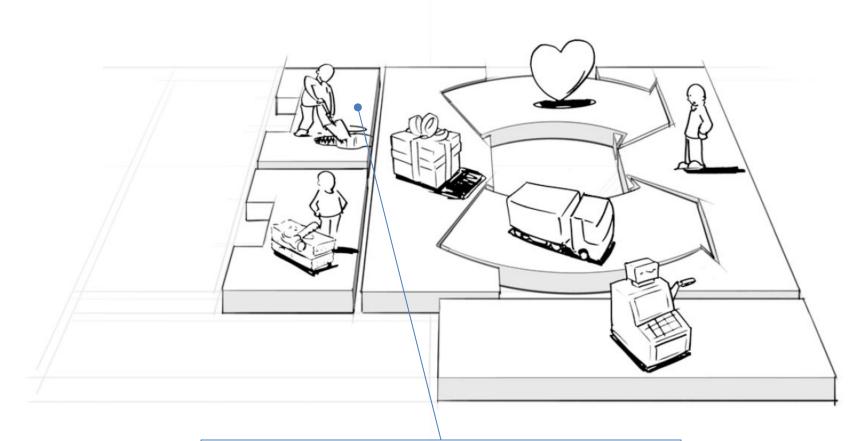
what are customers really willing to pay for? how? are you generating transactional or recurring revenues?

Key Resources



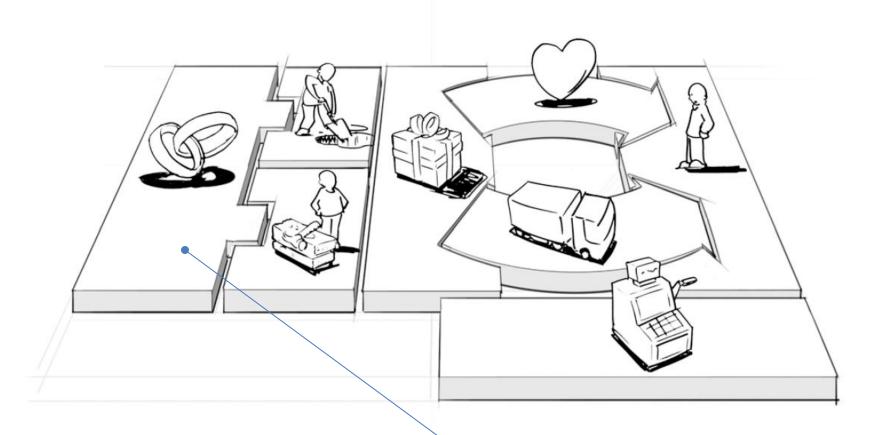
which resources underpin your business model? which assets are essential?

Key Activities



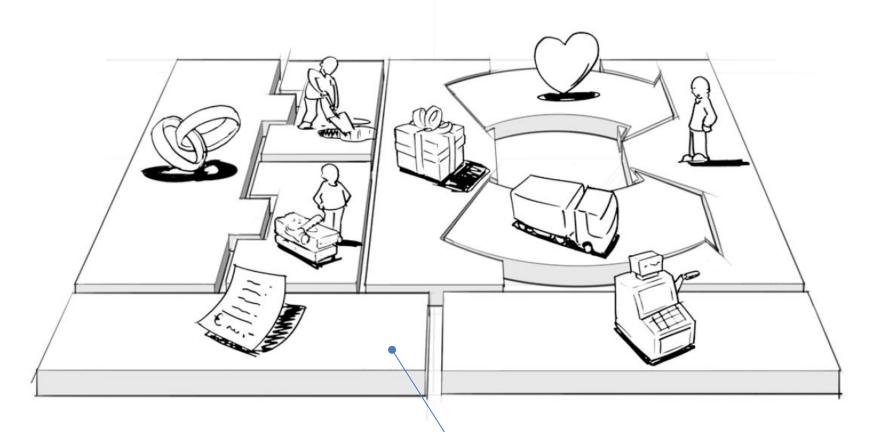
which activities do you need to perform well in your business model? what is crucial?

Key Partners



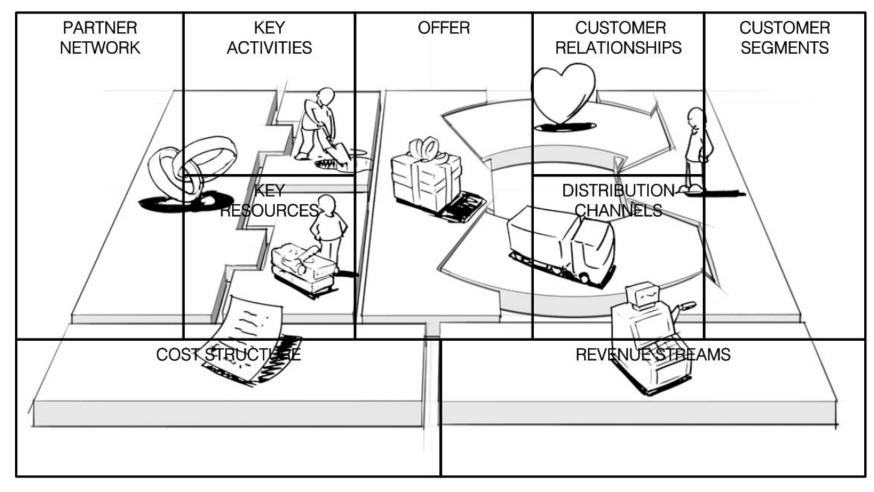
which partners and suppliers leverage your model? who do you need to rely on?

Cost Structure

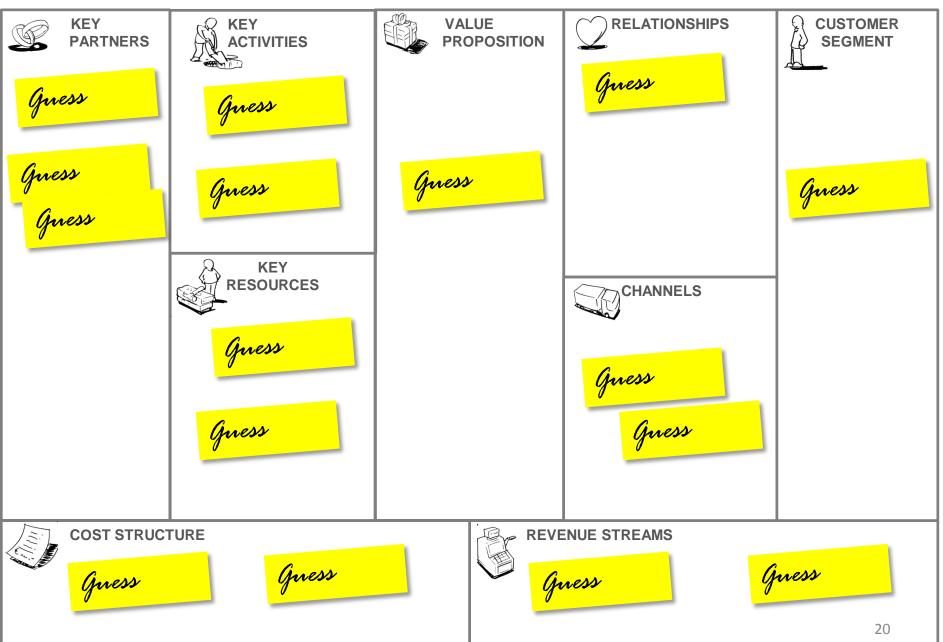


what is the resulting cost structure? which key elements drive your costs?

Business Model Canvas



Your Business Model Canvas



EXAMPLES EXAMPLES

Example 1

Example 2

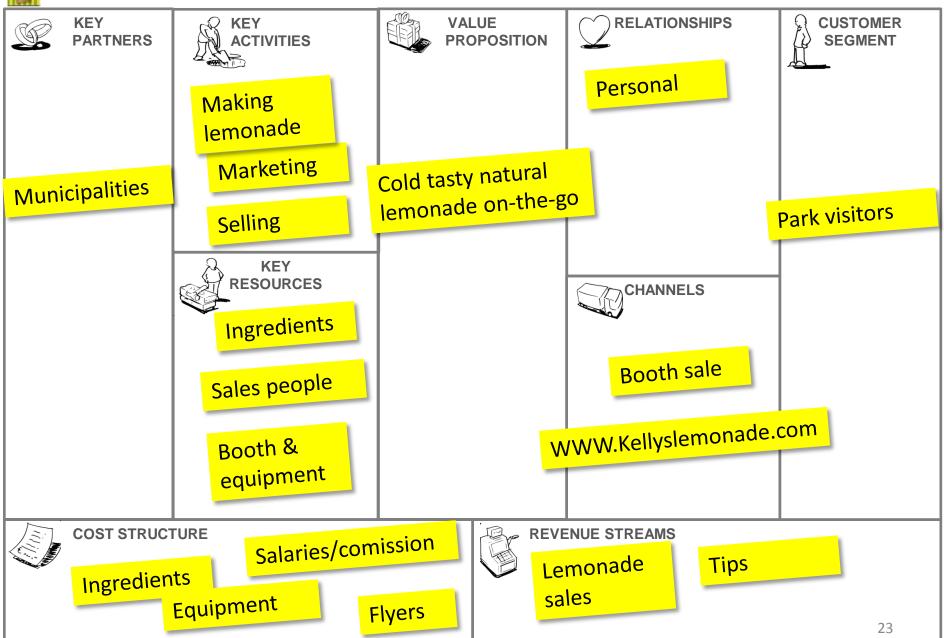


Ster

Refreshing lemonade to joggers at public parks

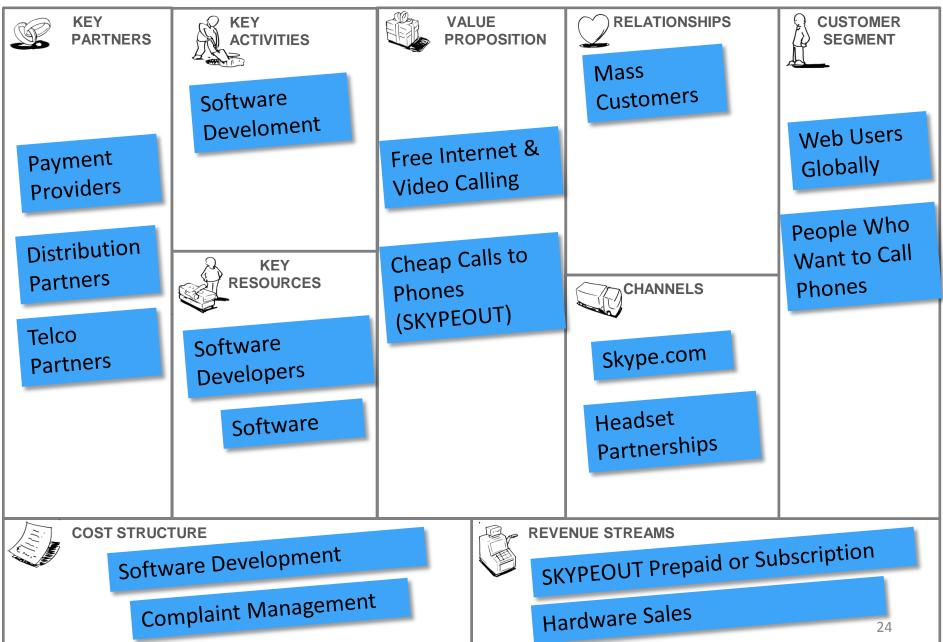
Affordable VOIP calls

Kelly's Lemonade Stand: Refreshing Lemonade





Skype





Example 4



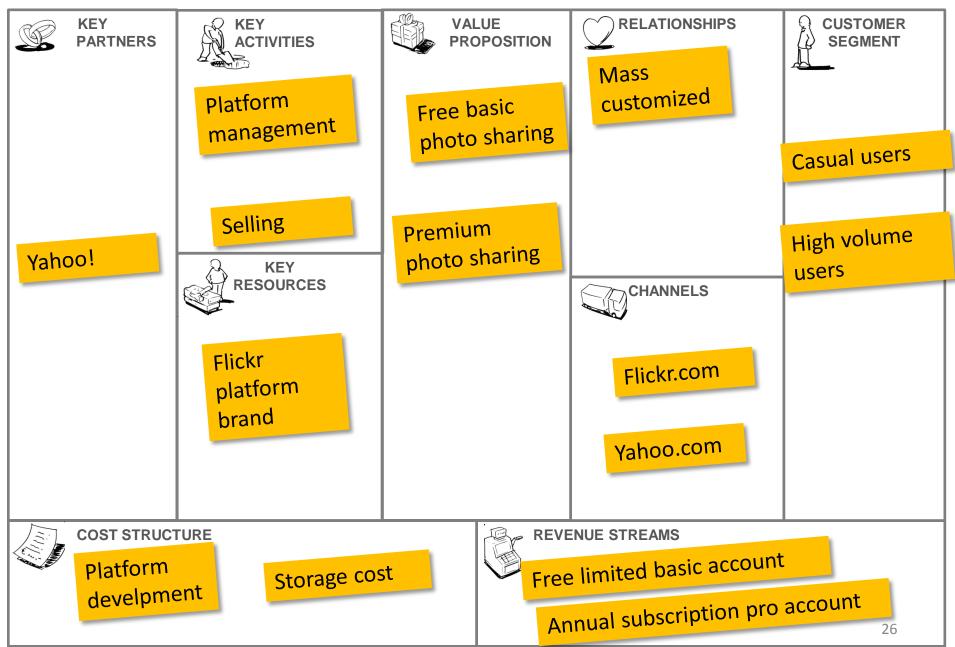
Gilette

Photo sharing online

Smooth shave for men & women

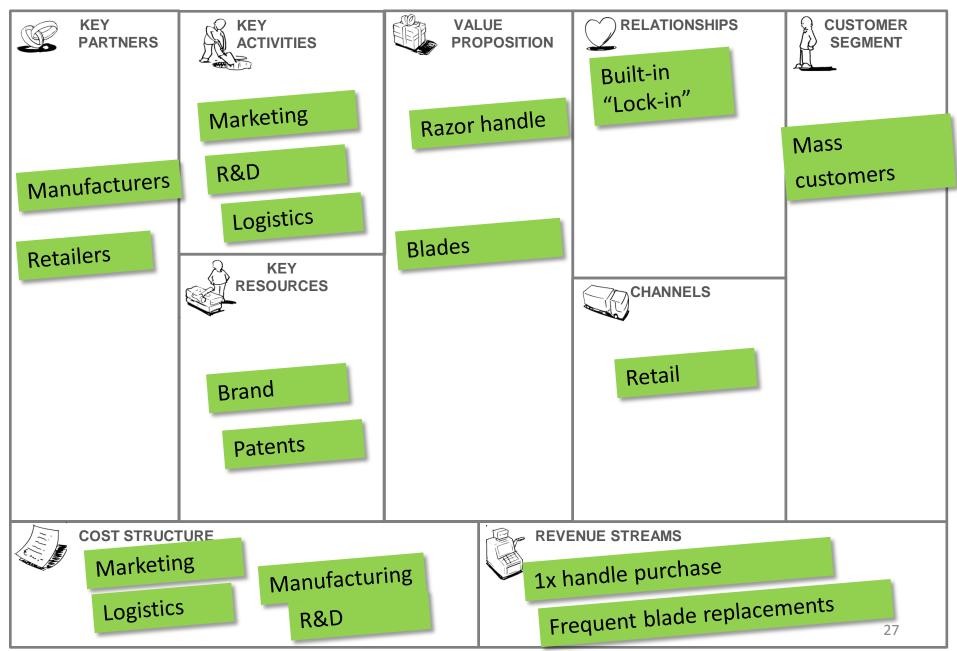


Flickr: Photo Sharing

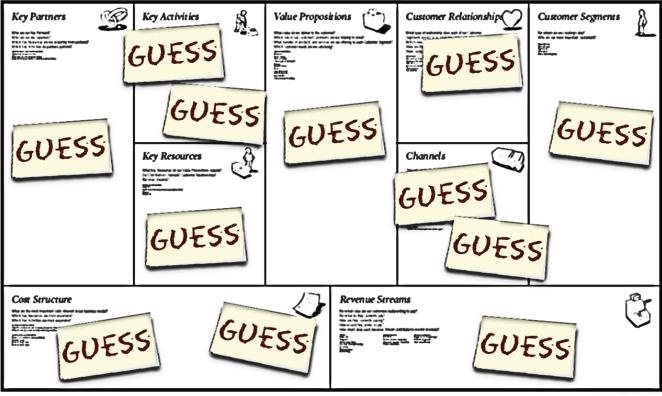




Gillette: Razors & Blades

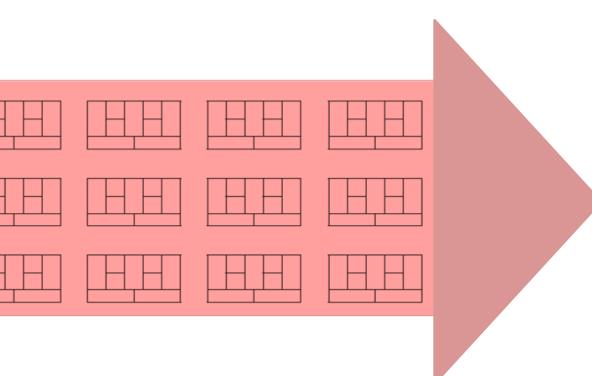


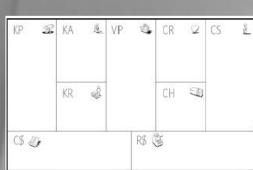
Create a CANVAS of your enterprise project



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so what's beyond the **CANVAS**?





BUSINESS PLAN

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spreadsheets

environment analysis

implementation roadmap

> SWOT and uncertainty analysis