## business model

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

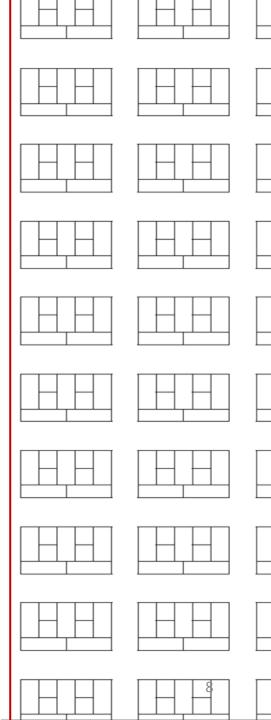


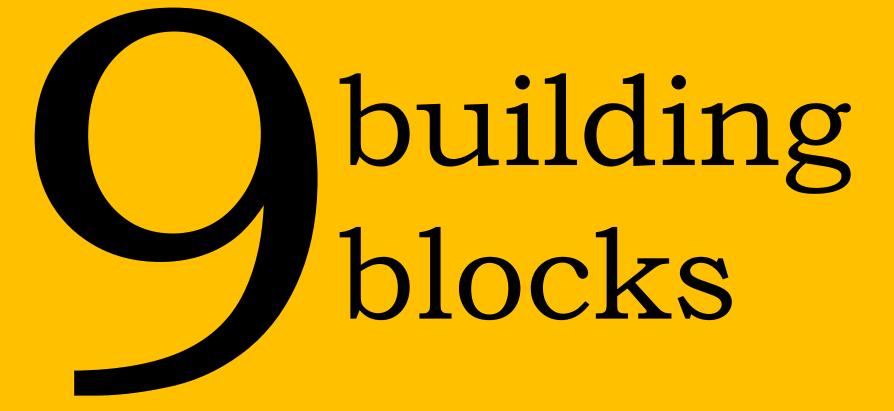
## tool to create & analyze business models...

# YOU CAN

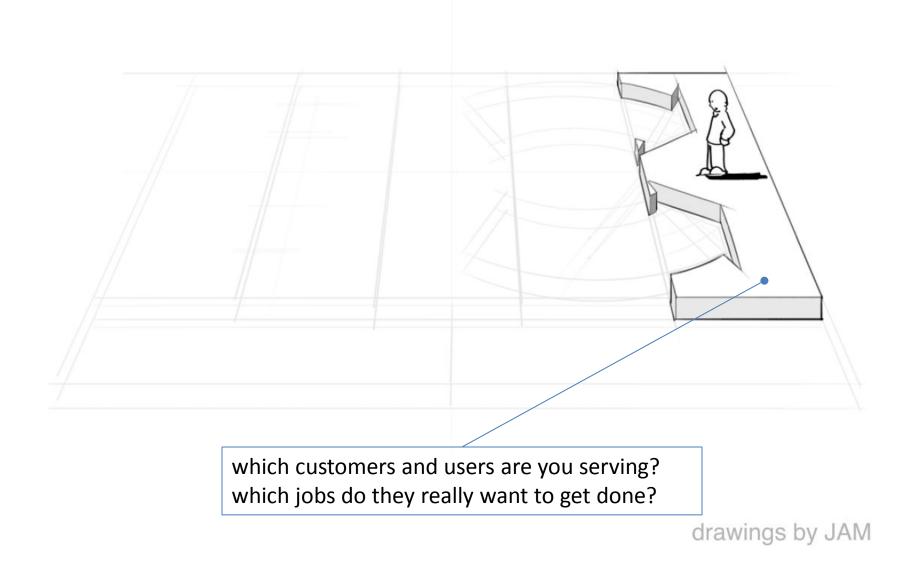
 Create new business models easily

 Analyze & update your existing business model

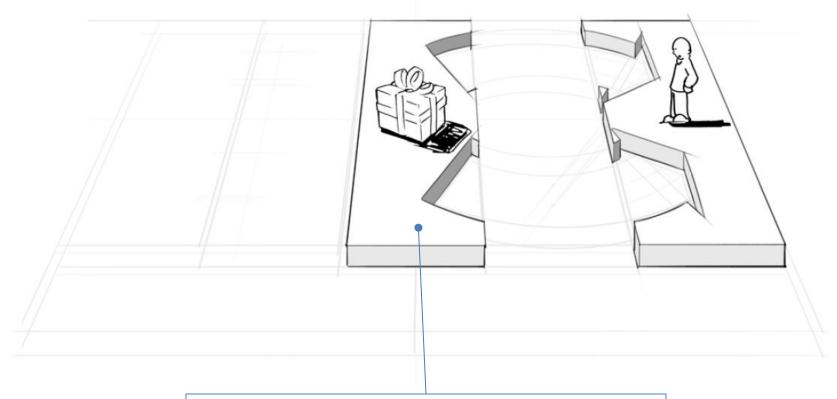




#### **Customer Segments**

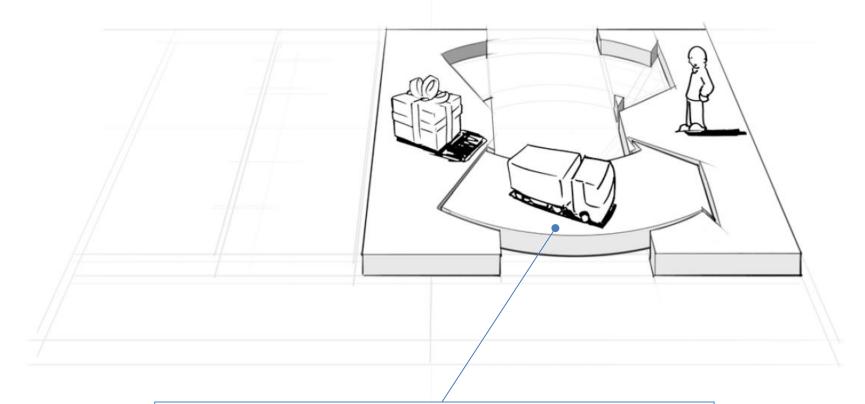


#### **Value Proposition**



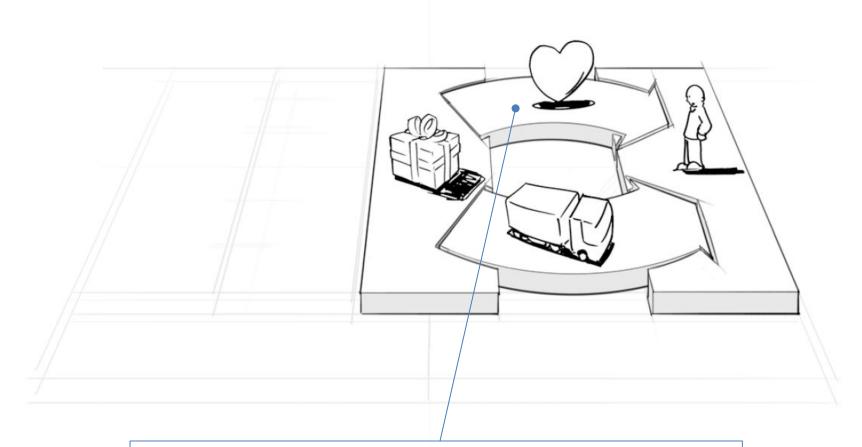
what are you offering them? what is that getting done for them? do they care?

#### Channels



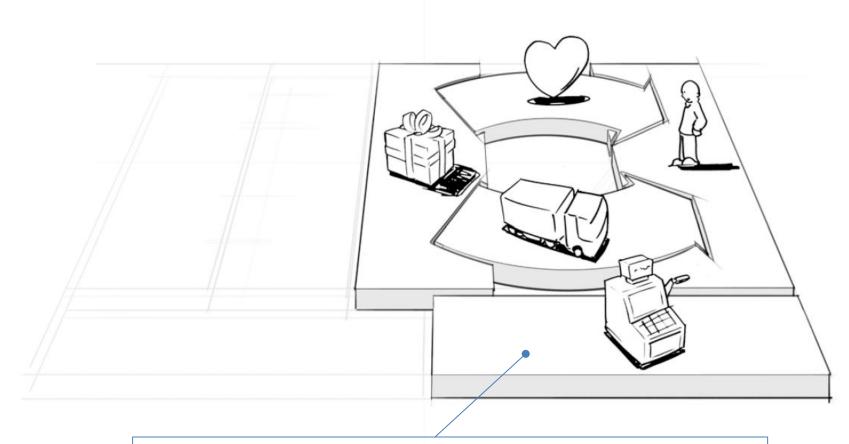
how does each customer segment want to be reached? through which interaction points?

#### **Customer Relationships**



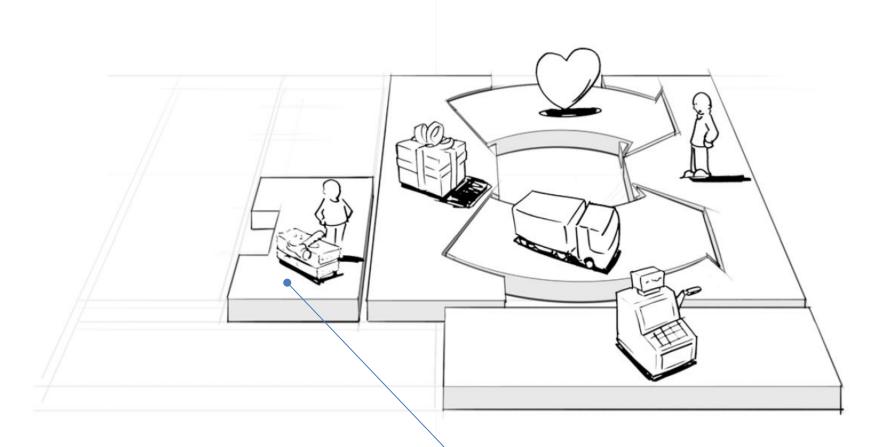
what relationships are you establishing with each segment? personal? automated? acquisitive? retentive?

#### **Revenue Streams**



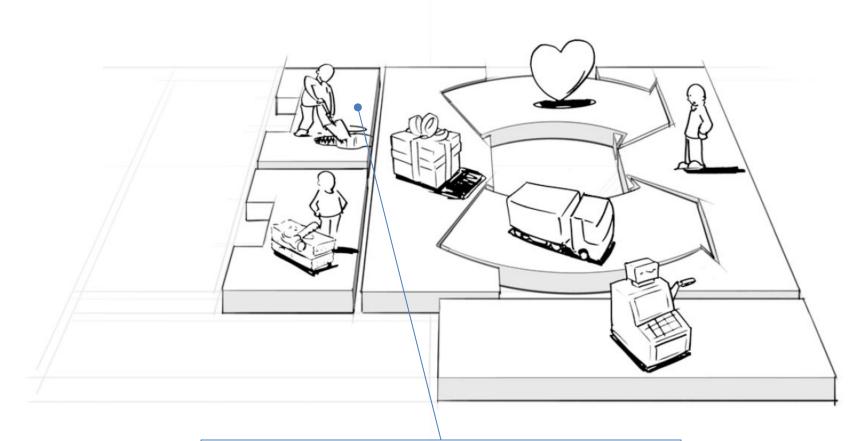
what are customers really willing to pay for? how? are you generating transactional or recurring revenues?

#### **Key Resources**



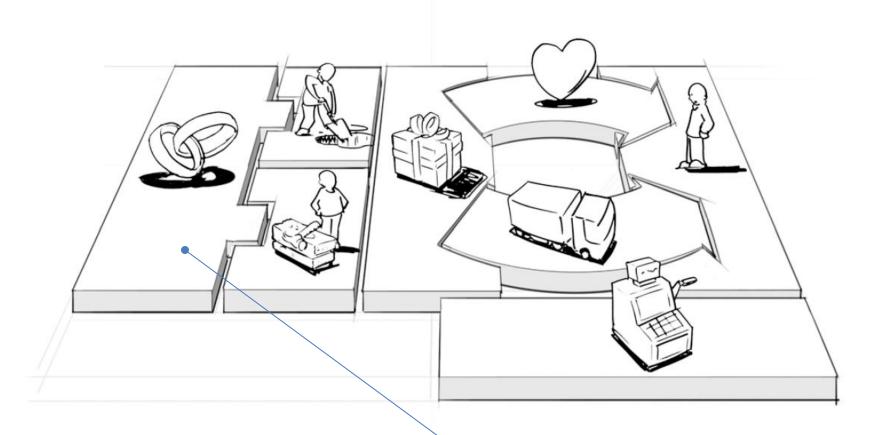
which resources underpin your business model? which assets are essential?

#### **Key Activities**



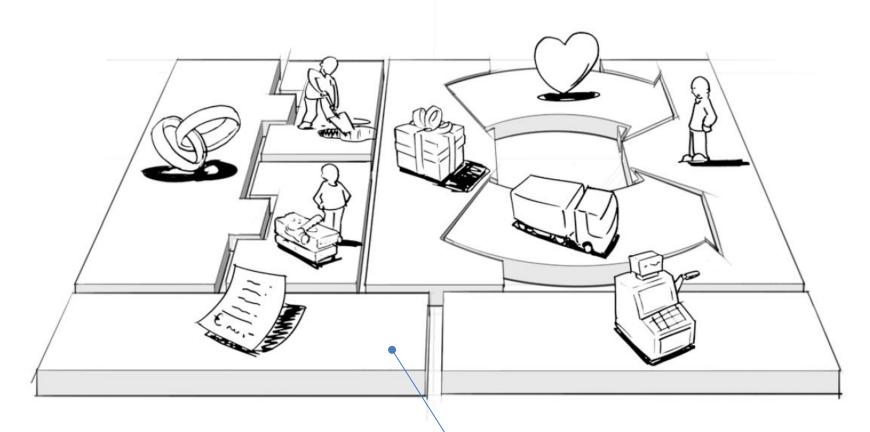
which activities do you need to perform well in your business model? what is crucial?

#### **Key Partners**



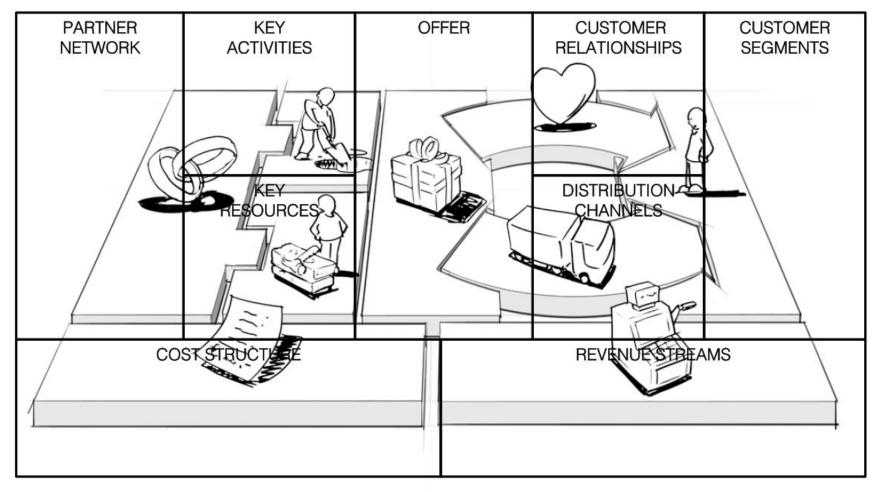
which partners and suppliers leverage your model? who do you need to rely on?

#### **Cost Structure**

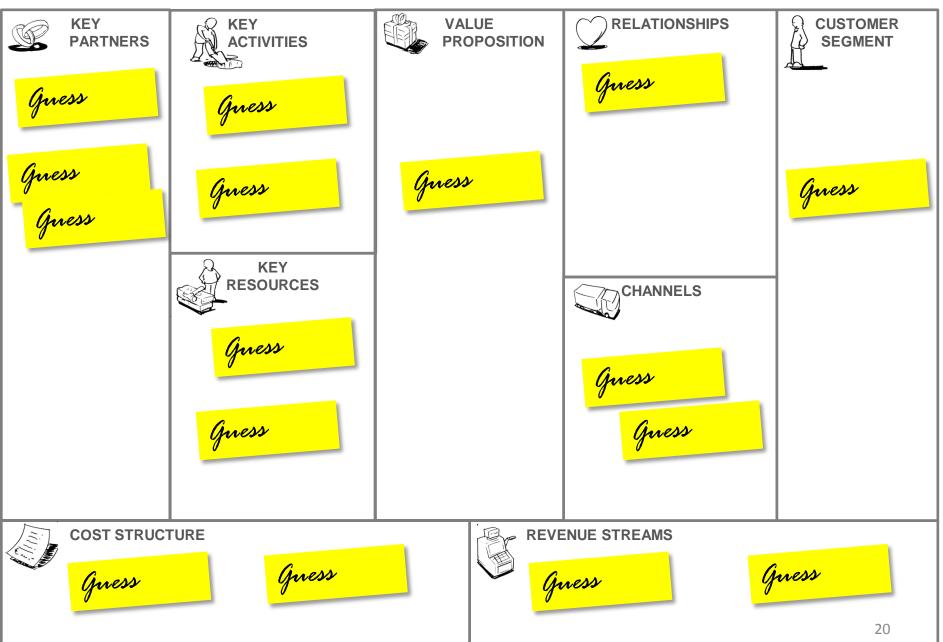


what is the resulting cost structure? which key elements drive your costs?

#### **Business Model Canvas**



#### Your Business Model Canvas



## EXAMPLES EXAMPLES

#### Example 1

#### Example 2

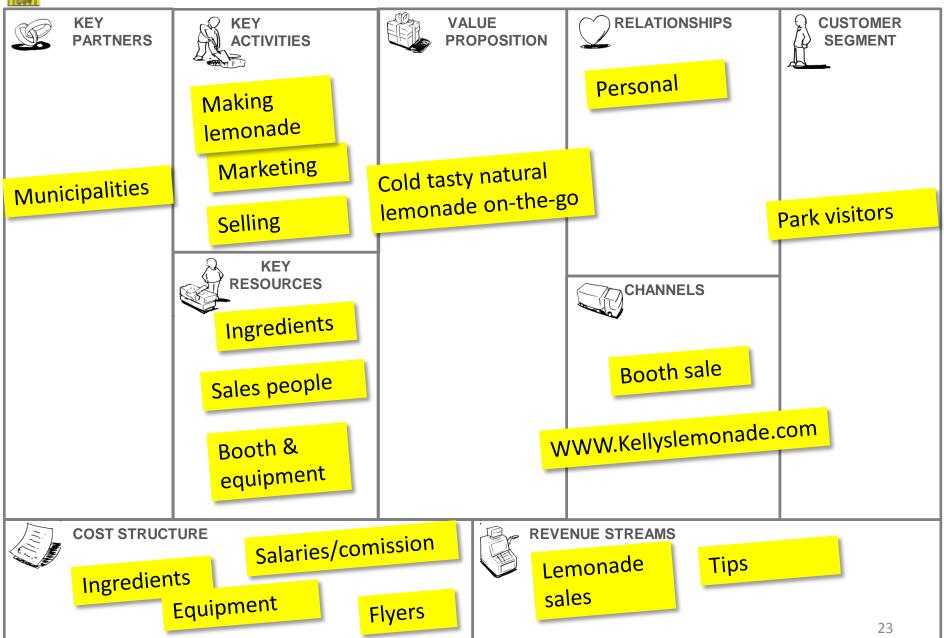


Ster

Refreshing lemonade to joggers at public parks

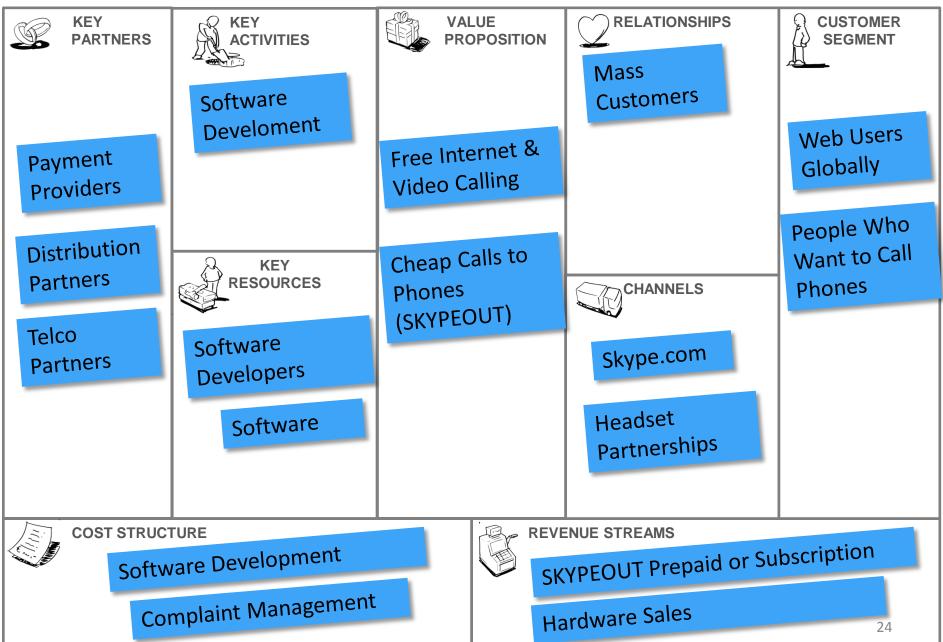
Affordable VOIP calls

#### Kelly's Lemonade Stand: Refreshing Lemonade





#### Skype





#### Example 4



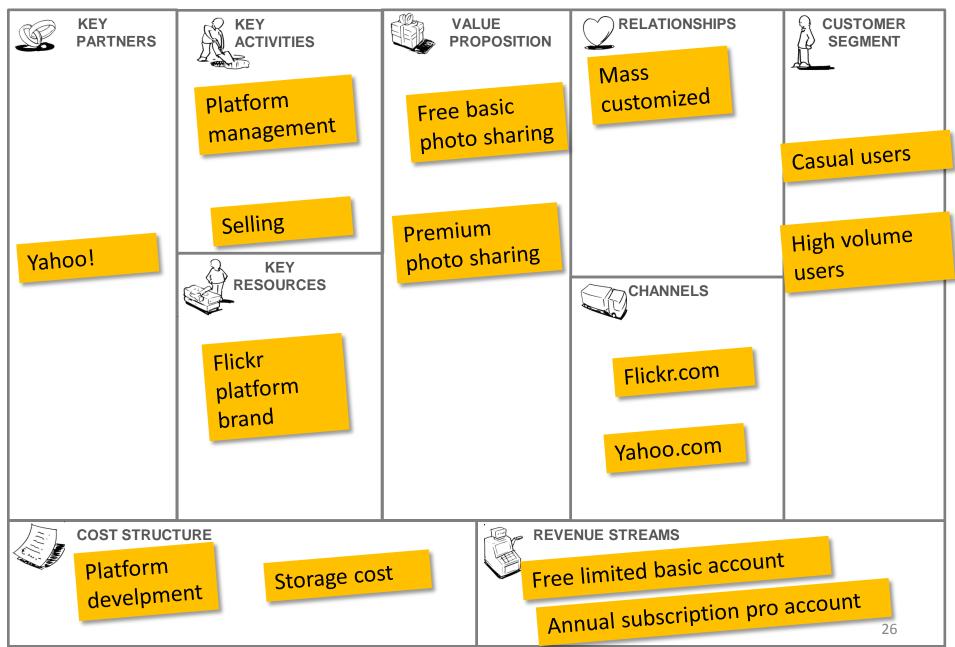
Gilette

Photo sharing online

Smooth shave for men & women

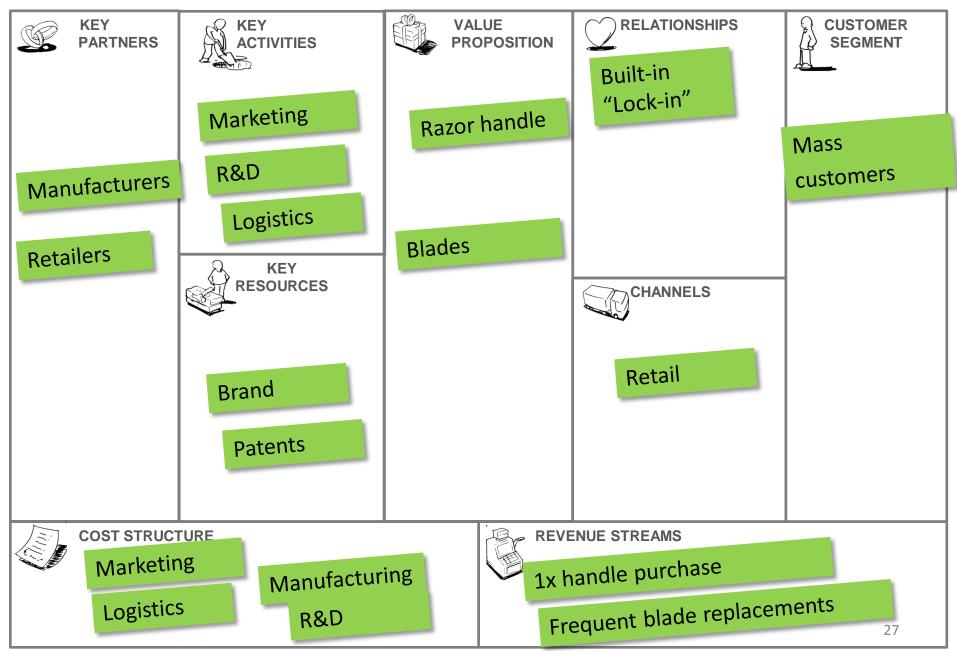


#### Flickr: Photo Sharing

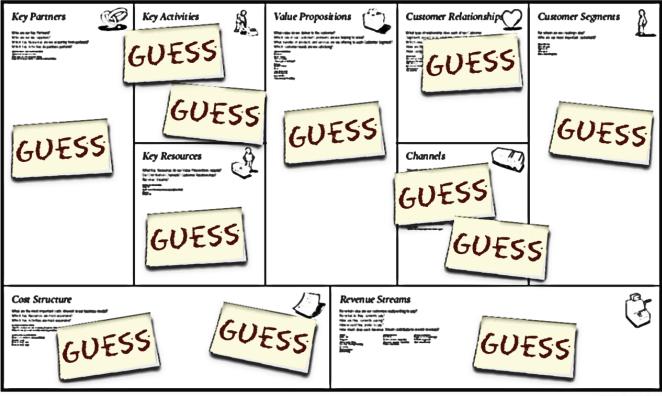




#### Gillette: Razors & Blades

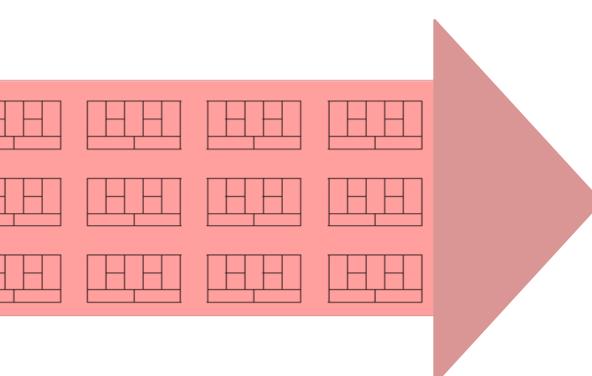


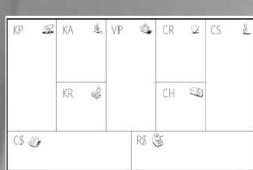
### Create a CANVAS of your enterprise project



www.businessmodel.generation.com

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





#### **BUSINESS PLAN**

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spreadsheets

environment analysis

implementation roadmap

> SWOT and uncertainty analysis