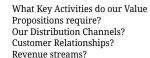
### Key Partners



Who are our Key Partners? Who are our key suppliers? Which Key Resources are we acquiring from Which Key Activities do partners perform?

motivations for partnerships: Optimization and economy Reduction of risk and uncertainty Acquisition of particular resources and activities

# **Key Activities**



categories Production Problem Solving Platform/Network

# **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?

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

characteristics

# Customer Relationships (



For whom are we creating value? Who are our most important customers? What type of relationship does each of our Customer Segments expect us to establish and maintain with them? Which ones have we established?

examples Personal assistance Dedicated Personal Assistance Self-Service **Automated Services** Communities Co-creation

### Customer Segments

How are they integrated with the rest of our business model? How costly are they?

Mass Market Niche Market Segmented Diversifed Multi-sided Platformo

# Key Resources

What Key Resources do our Value Propositions require? Our Distribution Channels? Customer Relationships? Revenue Streams?

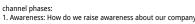
types of resources Physical Intellectual (brand patents, copyrights, data) Financia

Through which Channels do our Customer Segments want to be reached? How are we reaching them now? How are our Channels integrated? Which ones work best? Which ones are most cost-efficient? How are we integrating them with customer routines?

- 1. Awareness: How do we raise awareness about our company's products and services?
- 2. Evaluation: How do we help customers evaluate our organization's Value Proposition?
- products and services?
- 4. Delivery: How do we deliver a Value Proposition to customers?

### support?

### Channels



3. Purchase: How do we allow customers to purchase specifc

5. After sales: How do we provide post-purchase customer

### 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 (leanest cost structure, low price value proposition, maximum automation, extensive outsourcing) Value Driven (focused on value creation, premium value proposition)

sample characteristics: Fixed Costs (salaries, rents, utilities) Variable costs Economies of scale Economies of scope



### 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?

types: fixed pricing dynamic pricing Asset sale List Price Negotiation( bargaining) Usage fee Product feature dependent Yield Management Subscription Fees Customer segment dependent Real-time-Market Lending/Renting/Leasing Volume dependent

Brokerage fees Advertising







