



BUSINESS MODEL CANVAS

PRESENTATION OVERVIEW



- **WELCOME MESSAGE**
- **BUSINESS MODEL CANVAS OVERVIEW**
- **FRAMEWORK – BUILDING BLOCKS**
- **EXAMPLE**
- **QUESTION & ANSWER**

OVERVIEW

Designed For:		Designed By:		Date:	Version:
Key Partners		Key Activities		Value Propositions	
		Key Resources		Customer Relationships	
				Channels	
Cost Structure				Revenue Streams	

FRAMEWORK – BUILDING BLOCKS



KEY PARTNERS



KEY ACTIVITIES



KEY RESOURCES



CUSTOMER
RELATIONSHIPS



CUSTOMER
SEGMENTS



CHANNELS



VALUE
PROPOSITIONS



COST STRUCTURE



REVENUE STREAMS

Key Partners

- Suppliers
- Distributors
- Resellers
- Funders
- Investors
- Community Partners and more!

Key Activities

- What exactly do you do?
- How do you provide your service/product for customers?
- Do you have Key Performance Indicators in place?

Key Resources

- Human Resources/Staff
- Intellectual Property
- Equipment
- Technology and much more!

Customer Relationships

What relationship are you expecting with your customers?

Thinking long-term, what is the value customers receive from your business?

Customer Segments

Think about your MOST important customer.

What relationship are you maintaining or hoping to maintain with them?

Channels

How are you reaching, or hoping to reach, your customers?

How are your products/services delivered (e.g. e-commerce, distributors)

Value Propositions

Think about your competitors; what makes you unique?

What problems does your business solve?

Think about your overall value...

Cost Structure

Do you have a pricing strategy (e.g. value-based, low-cost, premium)?

What are your gross margins/earnings before interest, taxes?

What are your biggest expenses?

Revenue Streams

How are you making money?

What is the value customers are willing to pay?

If you have multiple streams, what % does each contribute to your overall revenue?

EXAMPLE

