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AGENDA

- Business Model Canvas
- Why Business Model Canvas
- The 9 BMC blocks
- Teamwork













Business Model Canvas

- The business model canvas was originally developed by Alex Osterwalder in 2005
- A management tool that lets you visualize and assess your business idea ar correct.

idea or concept







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WHY BMC



- BMC provides a quick overview of the business model
- Easy to understand
- Focused on customers
- Flexible
- Visible connections
- One page only





9 BMC BLOCKS





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BUSINESS MODEL CANVAS







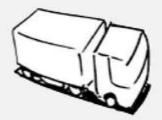
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Customer Segments

An organization serves one or several Customer Segments.

Value Propositions

It seeks to solve customer problems and satisfy customer needs with value propositions.



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Channels

Value propositions are delivered to customers through communication, distribution, and sales Channels.



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Customer Relationships

Customer relationships are established and maintained with each Customer Segment.



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BUSINESS MODEL CANVAS





Revenue Streams

Revenue streams result from value propositions successfully offered to customers.



Key Resources

Key resources are the assets required to offer and deliver the previously described elements...



Key Activities

...by performing a number of Key Activities.



Key Partnerships

Some activities are outsourced and some resources are acquired outside the enterprise.



Cost Structure

The business model elements result in the cost structure.



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BMC Blocks 1: Customer Segments

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An organization serves one or more customer segments at a time. Different customer segments a business model can target are;

- Mass market: general population
- Niche market: specific, specialized Customer
- Segmented: slightly different needs- based on age, gender, geography so on
- Diversified: serving unrelated target customers amazon provides web infrastructure to business
- Multi-sided markets: get two or more distinct groups



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It seeks to solve customer problems and satisfy customer needs.

Value propositions can be either quantitative (price and speed of service) or qualitative (customer experience or product design).

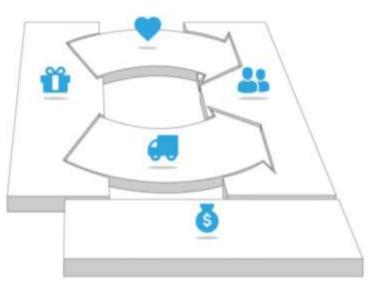




Value propositions are delivered to customer through communication, distribution, and sales channels.

There are two types of channels:

- **Owned channels:** company website, social media sites, in-house sales, etc.
- **Partner channels:** third party owned website, wholesalers, distributor, retailer, etc.

















Satisfaction

to

Customer relationships are established and maintained with each customer segment.

There are several types of customer relationships;

- Personal assistance- serving face face
- Dedicated personal assistance
- Self-service- e-banking, internet banking
- Automated services using of Al-offering book or movie recommendations



Revenue streams result from value propositions successfully offered to customers Revenue models;

- Transaction-based revenue
- Recurring revenue

Ways to generate revenue;

- Asset sales
- Usage fee
- Subscription fee
- Lending/leasing/renting
- Licensing
- Brokerage fees
- Advertising

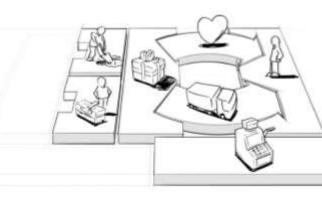


Key resources are the assets required to offer and deliver the previously described elements

There are several types of key resources and they are:

- Human: employees
- Financial: cash, lines of credit, etc.
- Intellectual Property : brand name, patents, copyright
- Physical: equipment, inventory, buildings

Key Resources





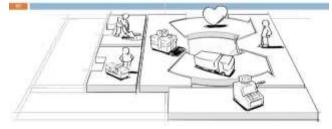


Focuses on fulfilling companies value proposition, reaching customer segments and maintaining customer relationships, and generating revenue.

Major activities includes

- Research and Development.
- Production.
- Marketing.
- Sales and Customer Service.

KEY ACTIVITIES





BMC Blocks 8: Key partnerships

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Some activities are outsourced and some resources are acquired outside the enterprise.

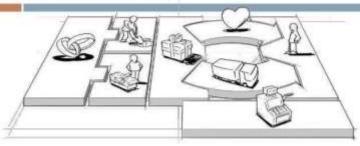
Types of partnerships are;

 Strategic alliance: partnership between KEY PARTNERS non-competitorshotel/restaurant

ensure

- Competition: partnership between competitors- Siemens and Philips develop semiconductors.
- Joint ventures: partners developing a new business
- Buyer-supplier relationships:
 reliable supplies

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The business model elements result in the cost structure.

Businesses can either be cost-driven (focuses on minimizing costs whenever possible) and value-driven (focuses on providing maximum value to the customer).

Costs are incurred for salaries, procuring raw materials, advertising and so on..

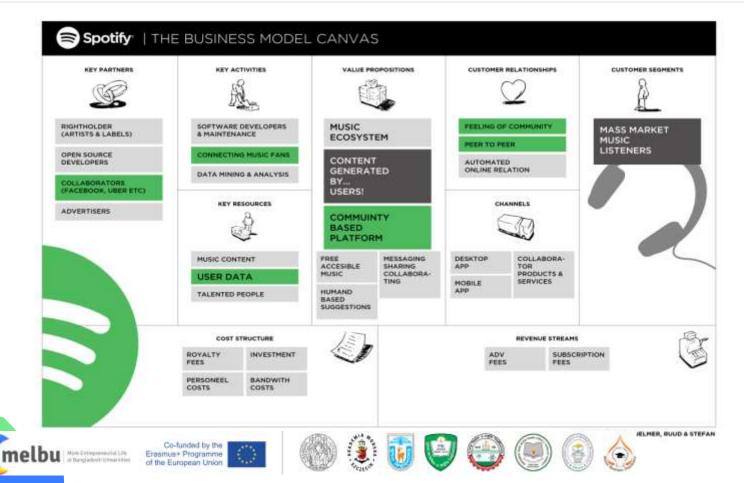
Cost Structure

What are our key costs?

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EXAMPLE





TEAMWORK



Fill in the follow -ing empty tables	Key Partners	Key Activities Key Resources	Value Propositions		Customer Relationship Channels	Customer Segments
	Cost Structure			Revenue S	Streams	Activate
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