

# BUSINESS MODEL CANVAS

## BRIEFING NOTE

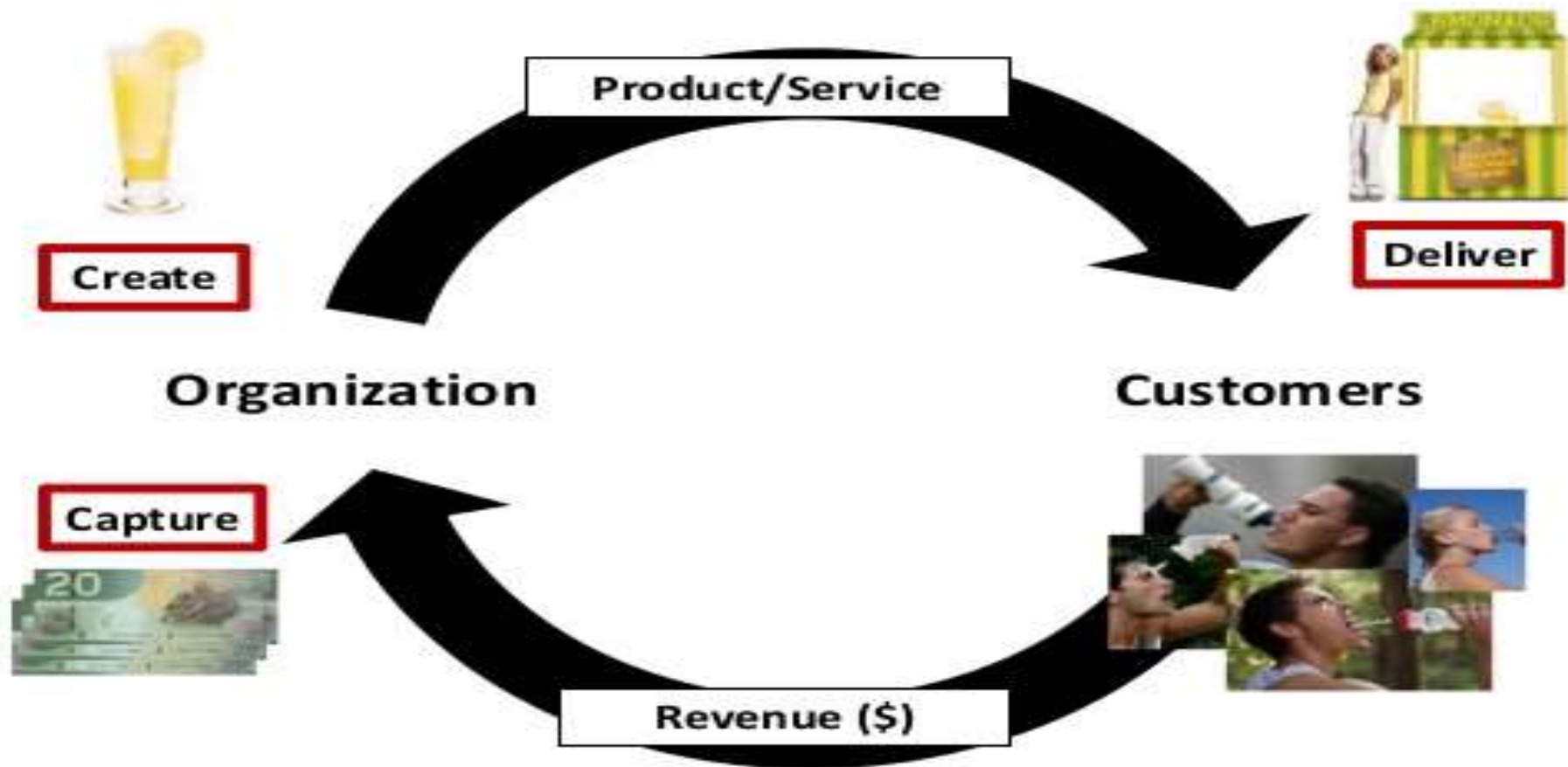
[WWW.ALEXANDERCOWAN.COM/BUSINESS-MODEL-CANVAS-TEMPLATES/CACHED](http://WWW.ALEXANDERCOWAN.COM/BUSINESS-MODEL-CANVAS-TEMPLATES/CACHED) SIMILAR

# business model



“A business model describes the rationale of how an organization **creates, delivers, and captures** value”

# BUSINESS MODEL



**Business Model Canvas is a**

tool to create & analyze  
business models...












# YOU CAN

- Create new business models easily
- Analyze & update your existing business model



- **Business Model Canvas has nine building blocks.**
- **Together these elements provide a pretty coherent view of a business' key drivers–**

<i>Key Partners</i>  <b>(Key Partners)</b>	<i>Key Activities</i>  <b>(Key Activities)</b>	<i>Value Propositions</i>  <b>(Value Propositions)</b>	<i>Customer Relationships</i>  <b>(Customer Relationships)</b>	<i>Customer Segments</i>  <b>(Customer Segments)</b>
	<i>Key Resources</i>  <b>(Key Resources)</b>		<i>Channels</i>  <b>(Channels)</b>	
<i>Cost Structure</i>  <b>(Cost Structure)</b>		<i>Revenue Streams</i>  <b>(Revenue Streams)</b>		

## SHORT NOTE ON THE 9 BLOCKS

- **Customer Segments**: Who are the customers? What do they think? See? Feel? Do?
- **Value Propositions**: What's compelling about the proposition? Why do customers buy, use?
- **Channels**: How are these propositions promoted, sold and delivered? Why? Is it working?



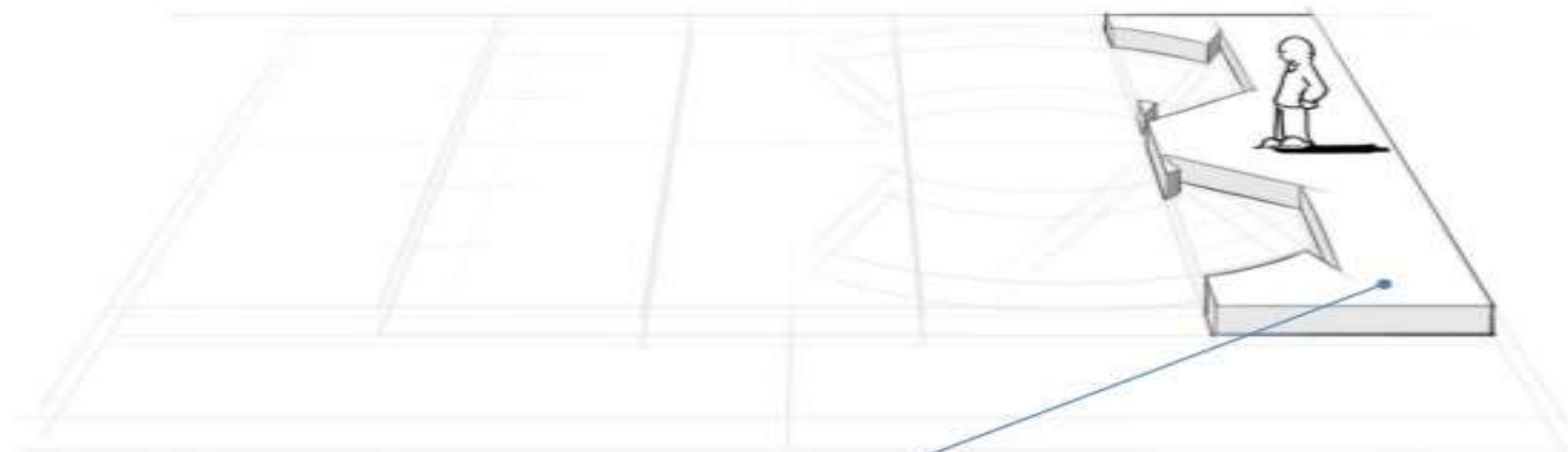
## CONT.

- **Customer Relationships**: How do you interact with the customer through their 'journey'?
- **Revenue Streams**: How does the business earn revenue from the value propositions?
- **Key Activities**: What *uniquely* strategic things does the business do to deliver its proposition?

## CONT.

- **Key Resources**: What unique strategic assets must the business have to compete?
- **Key Partnerships**: What can the company *not* do so it can focus on its Key Activities?
- **Cost Structure**: What are the business' major cost drivers? How are they linked to revenue?

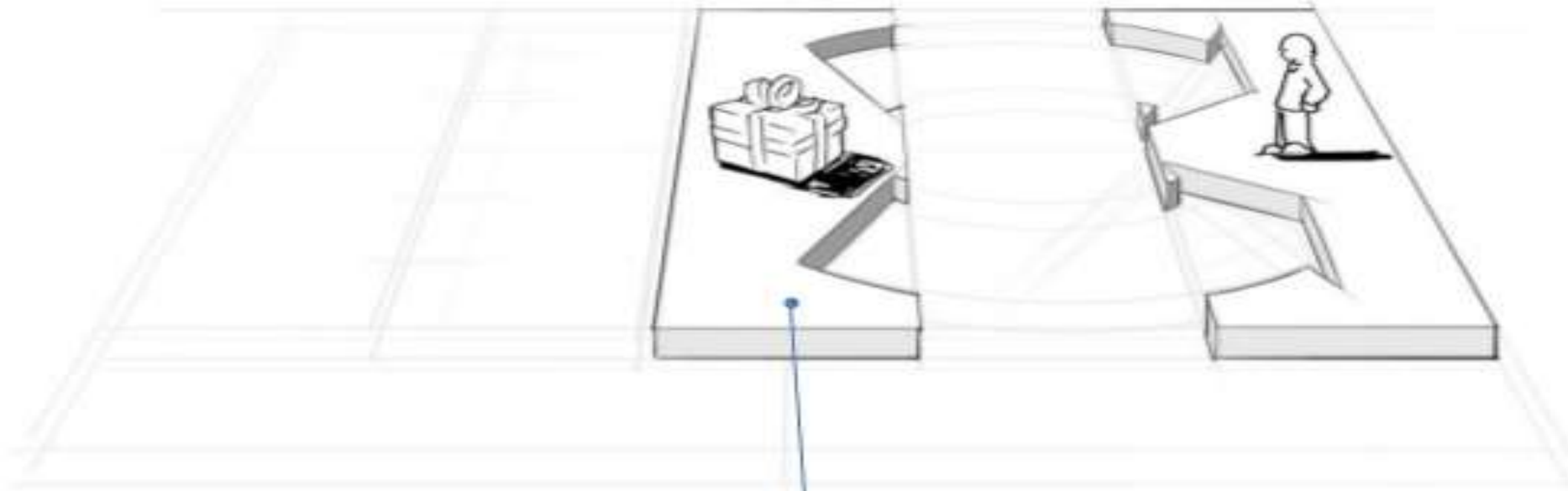
# Customer Segments



which customers and users are you serving?  
which jobs do they really want to get done?

drawings by JAM

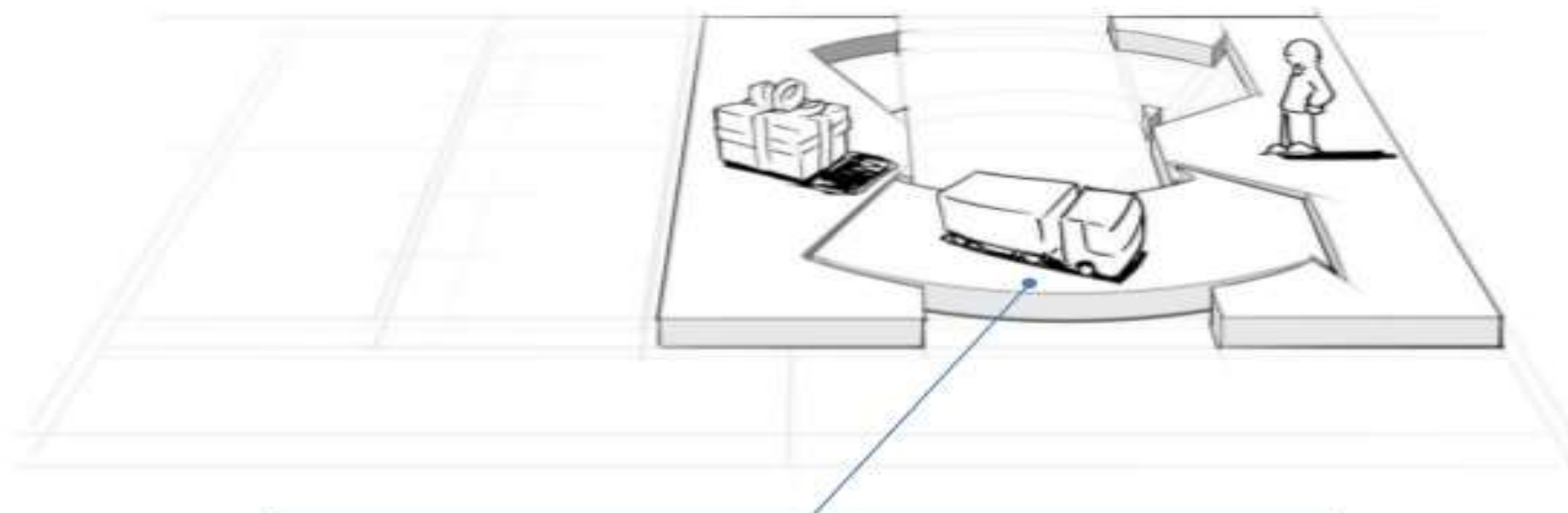
# Value Proposition



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

drawings by JAM

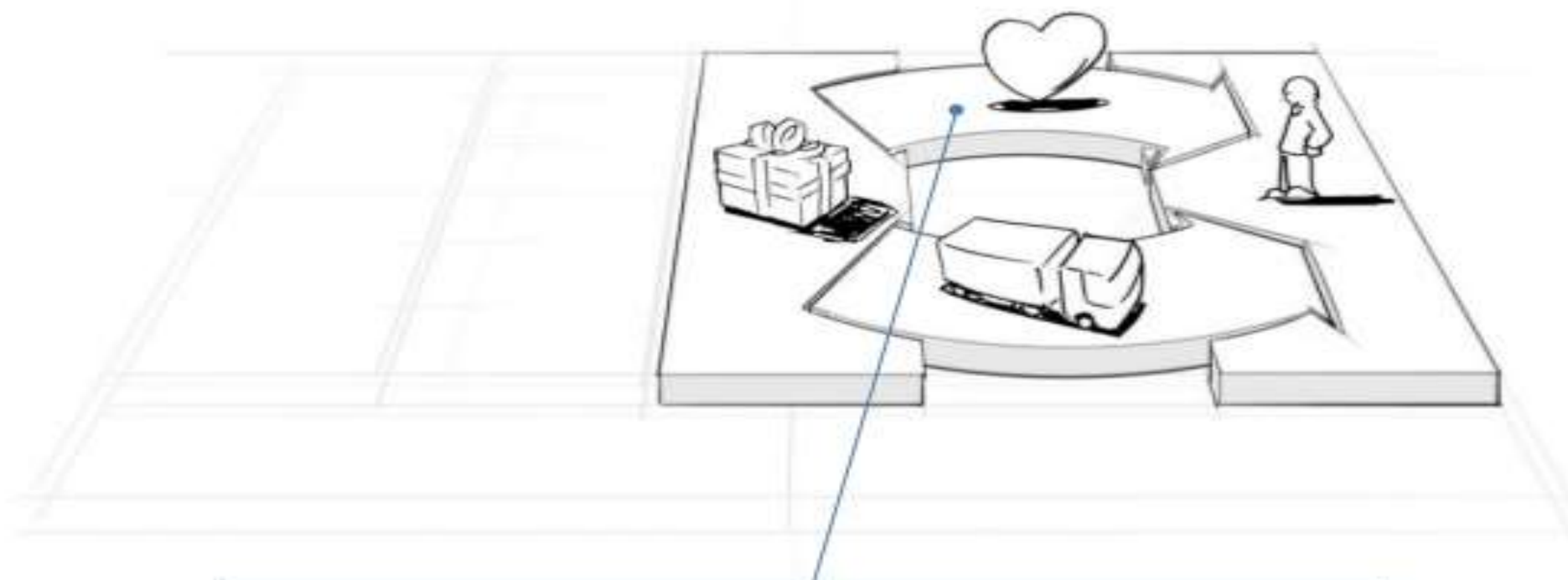
# Channels



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

drawings by JAM

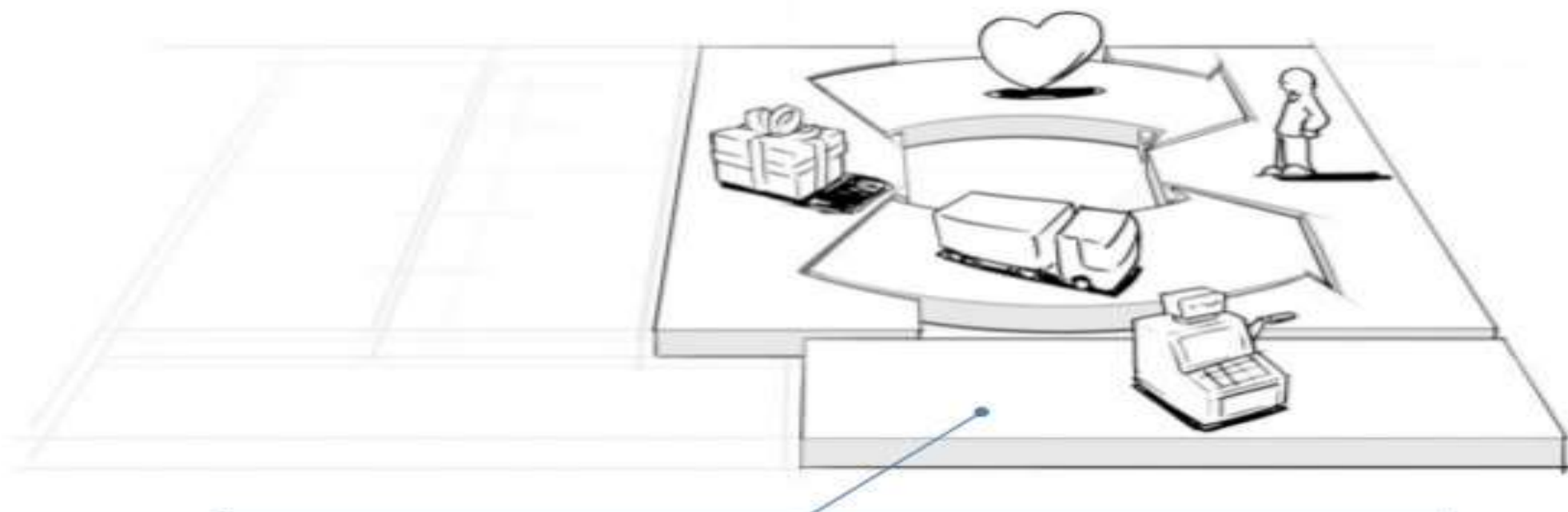
# Customer Relationships



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

drawings by JAM

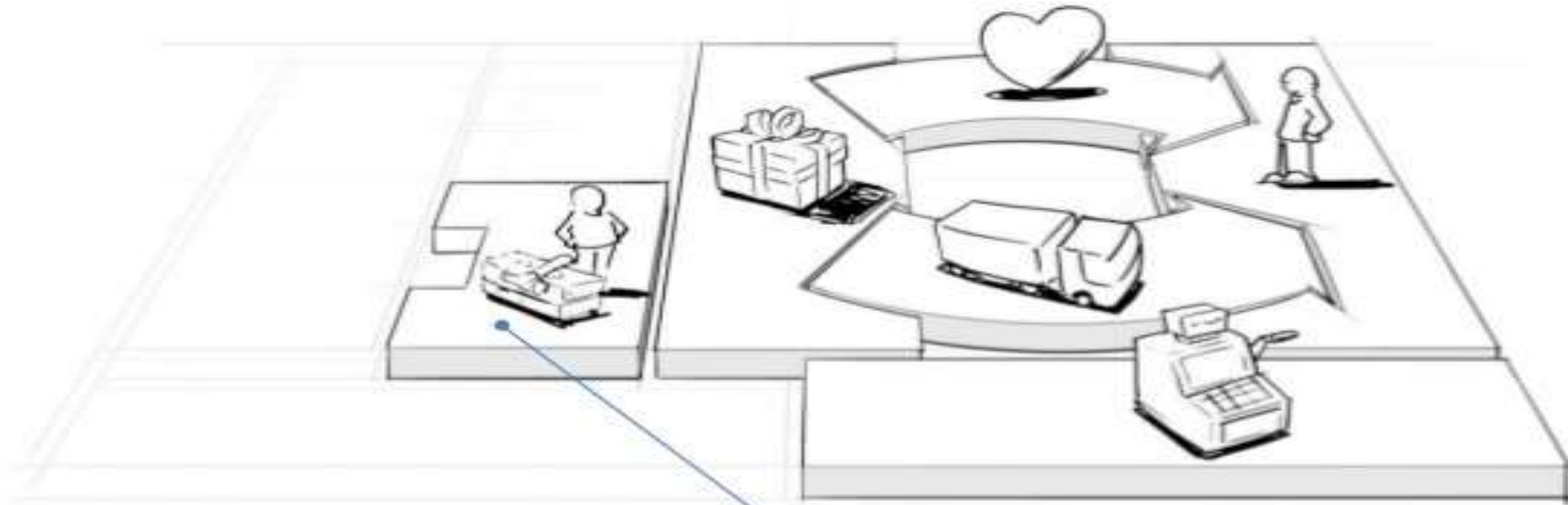
# Revenue Streams



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

drawings by JAM

# Key Resources

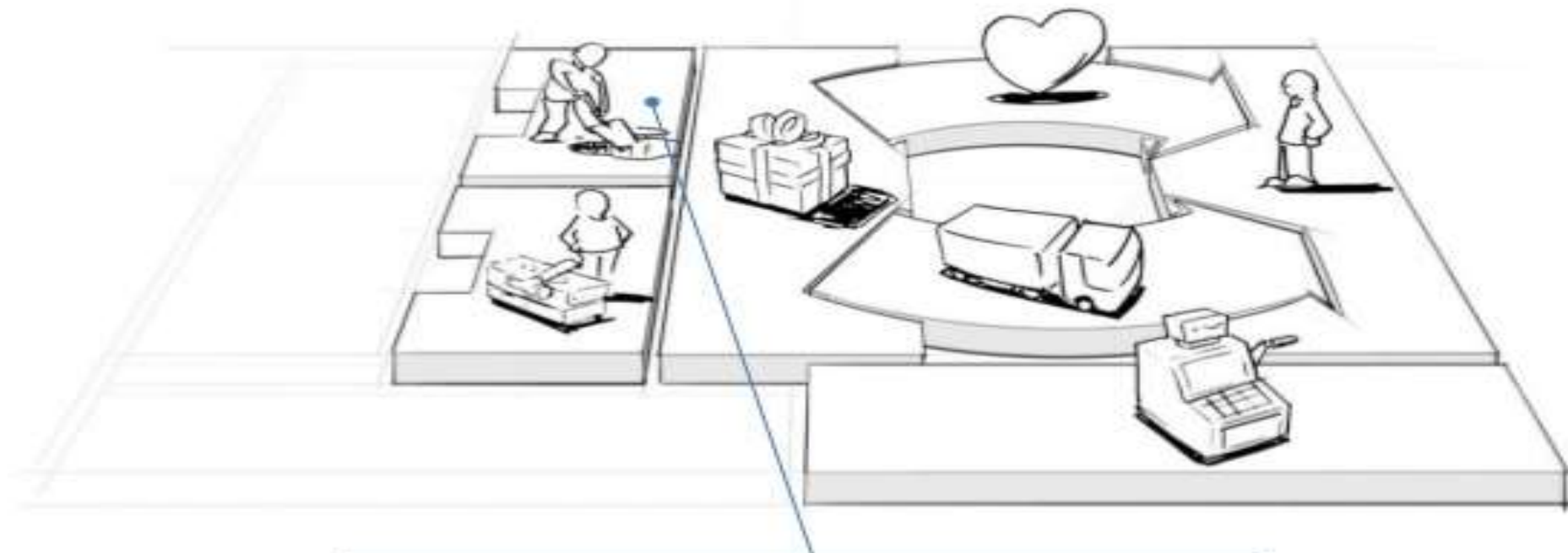


which resources underpin your business model?  
which assets are essential?

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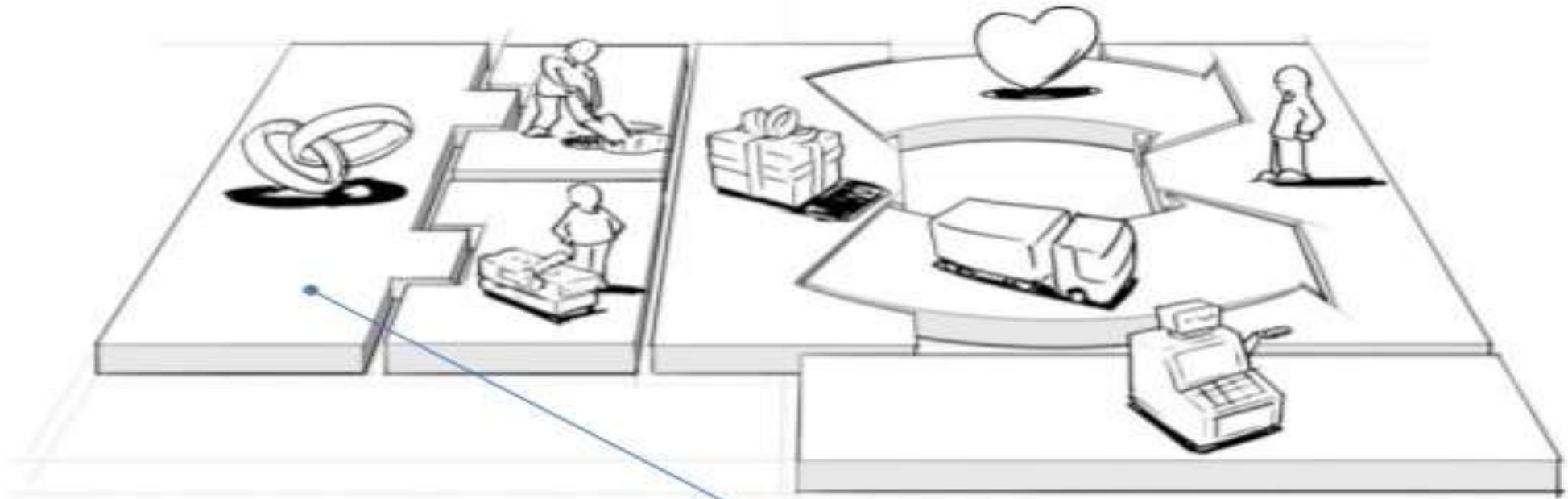
# Key Activities



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

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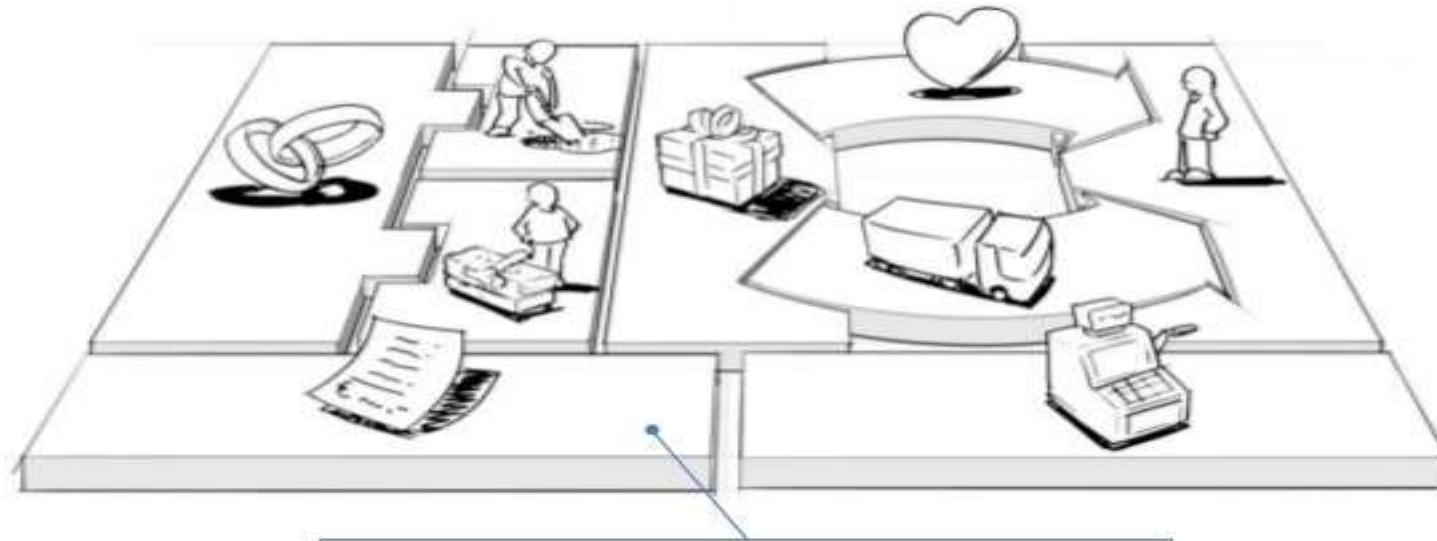
# Key Partners



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

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# Cost Structure



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

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