

WHAT IS A BUSINESS MODEL?

BusinessModelGeneration.com

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it's
a term that many of us
frequently use



but
do we really understand
business models well enough?



what
actually is a business model?
tell me!



want
to understand them? check
this out...



You're holding a handbook for visionaries, game changers, and challengers striving to defy outmoded business models and design tomorrow's enterprises. It's a book for the...

Business Model Generation

WRITTEN BY

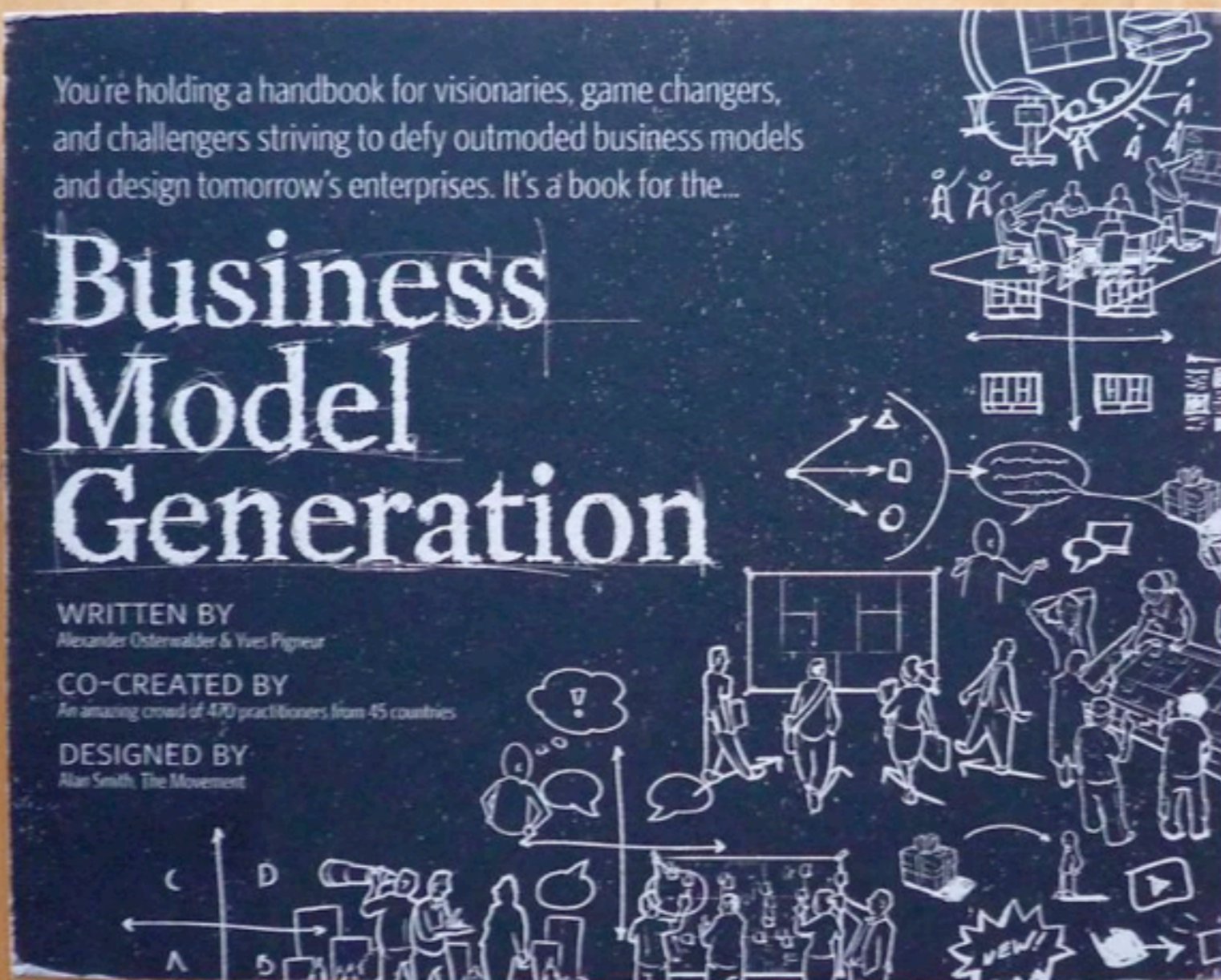
Alexander Osterwalder & Yves Pigneur

CO-CREATED BY

An amazing crowd of 470 practitioners from 45 countries

DESIGNED BY

Alan Smith, *The Movement*



we
wrote a book on the
topic to help visionaries,
game changers, and
challengers conceive better
business models



and
it was very successful
globally





back
to our question: what really is
a business model?



it

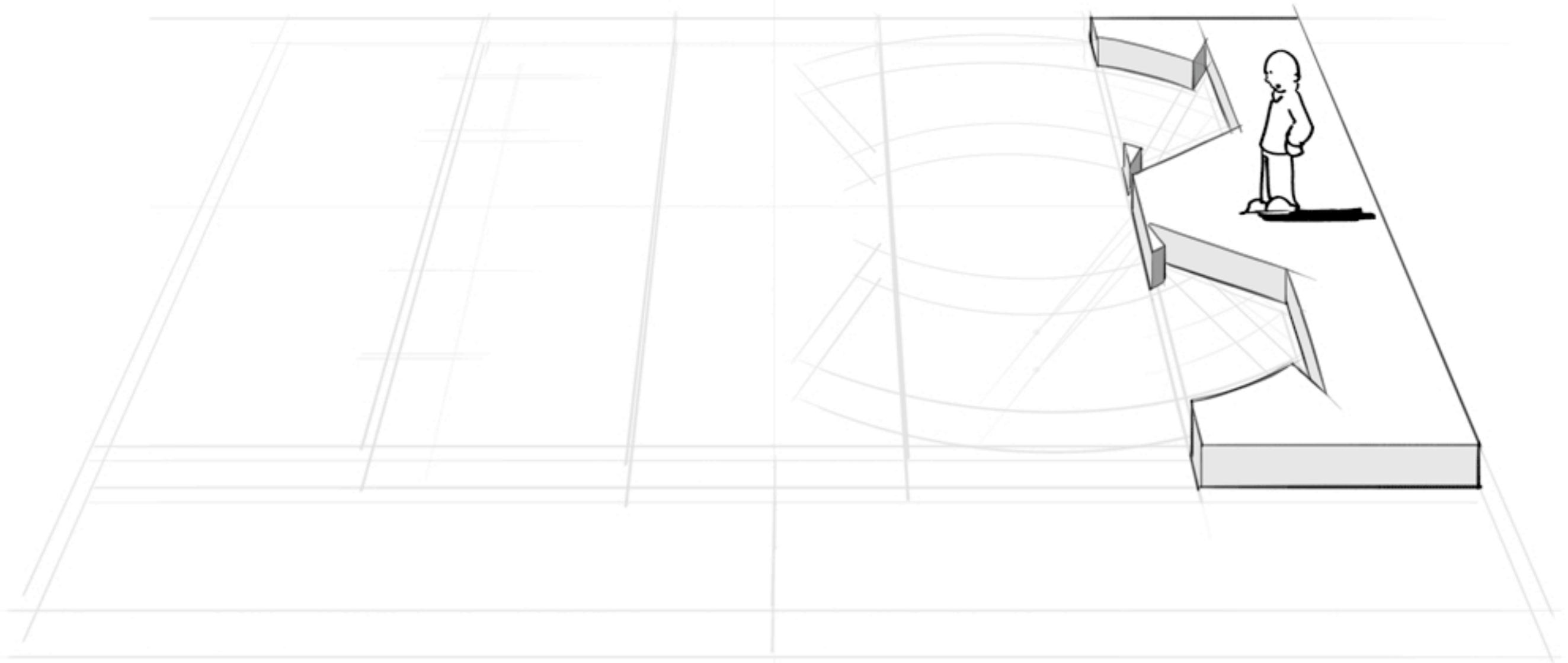
describes the rationale of how
an organization creates, delivers,
and captures value



**a
business model includes nine
basic building blocks**

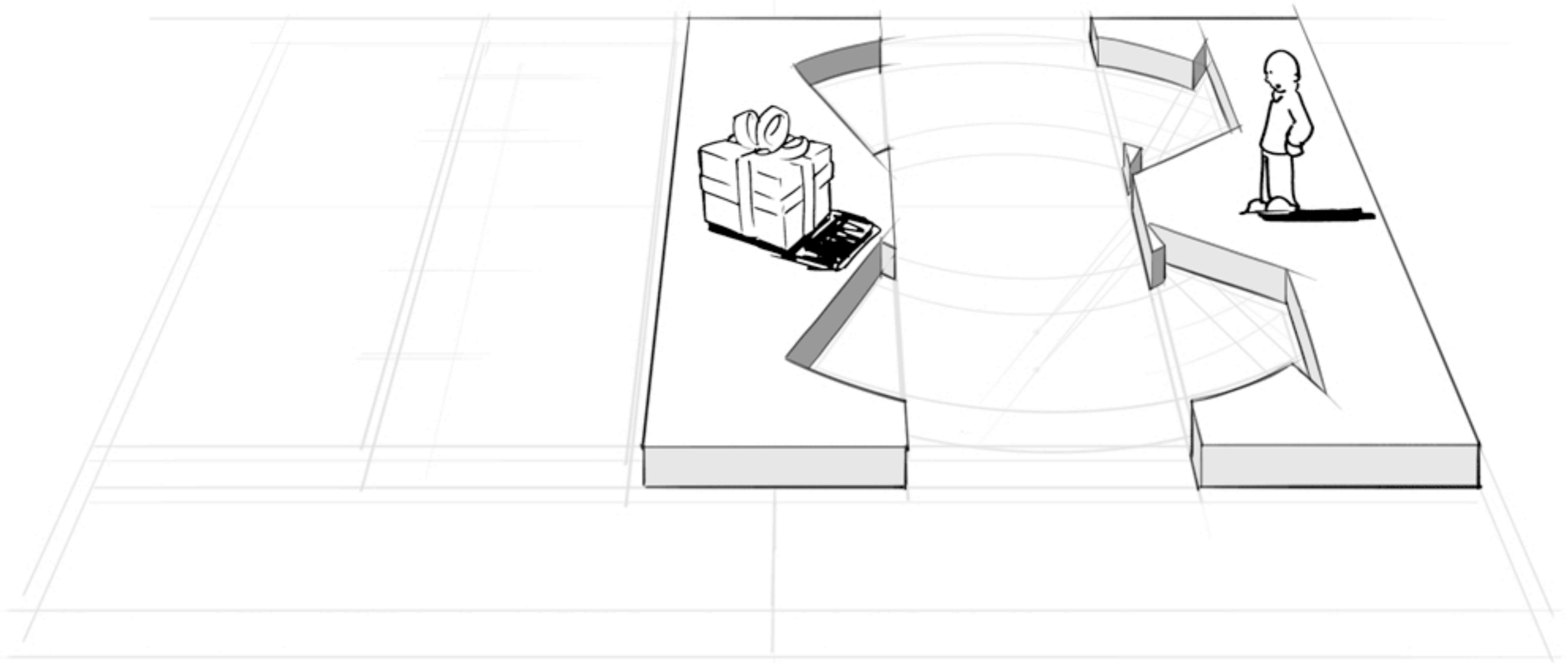


CUSTOMER SEGMENTS



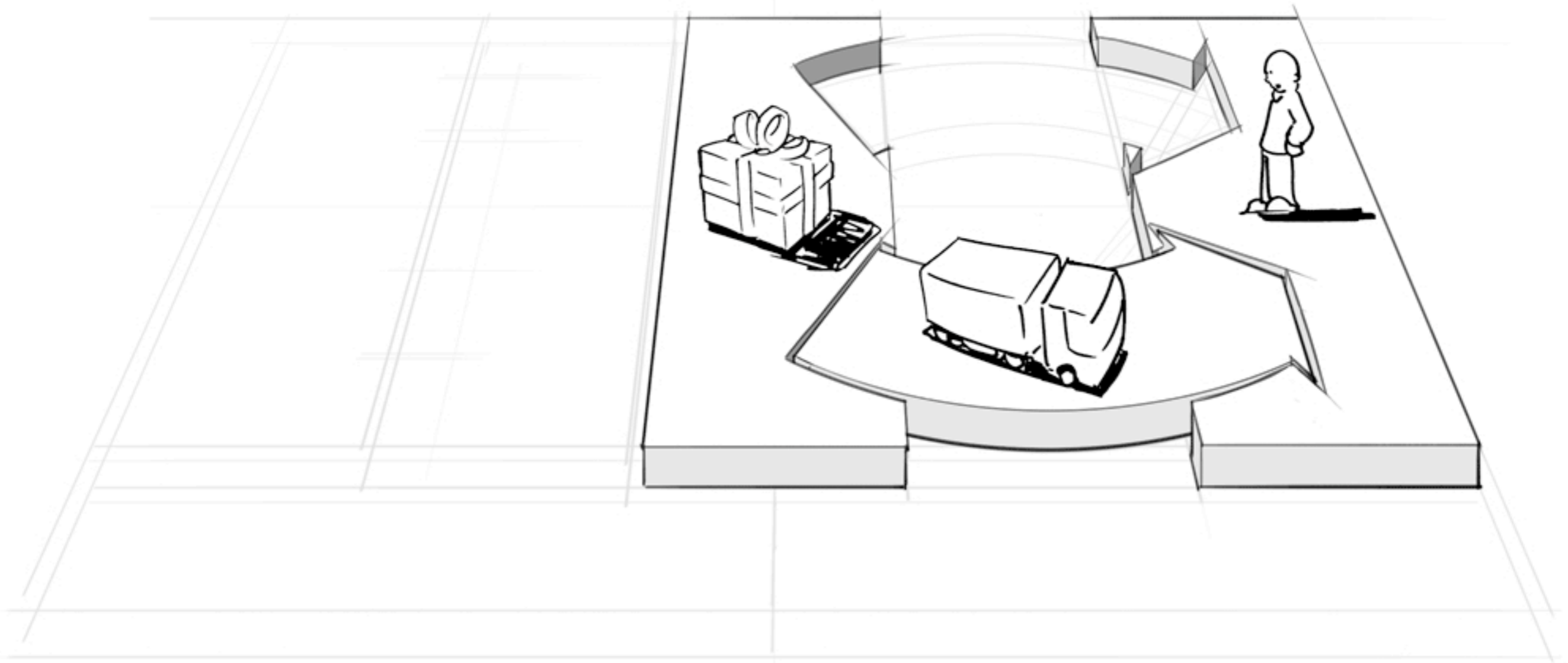
For whom are we creating value? Who are
our most important customers?

VALUE PROPOSITIONS



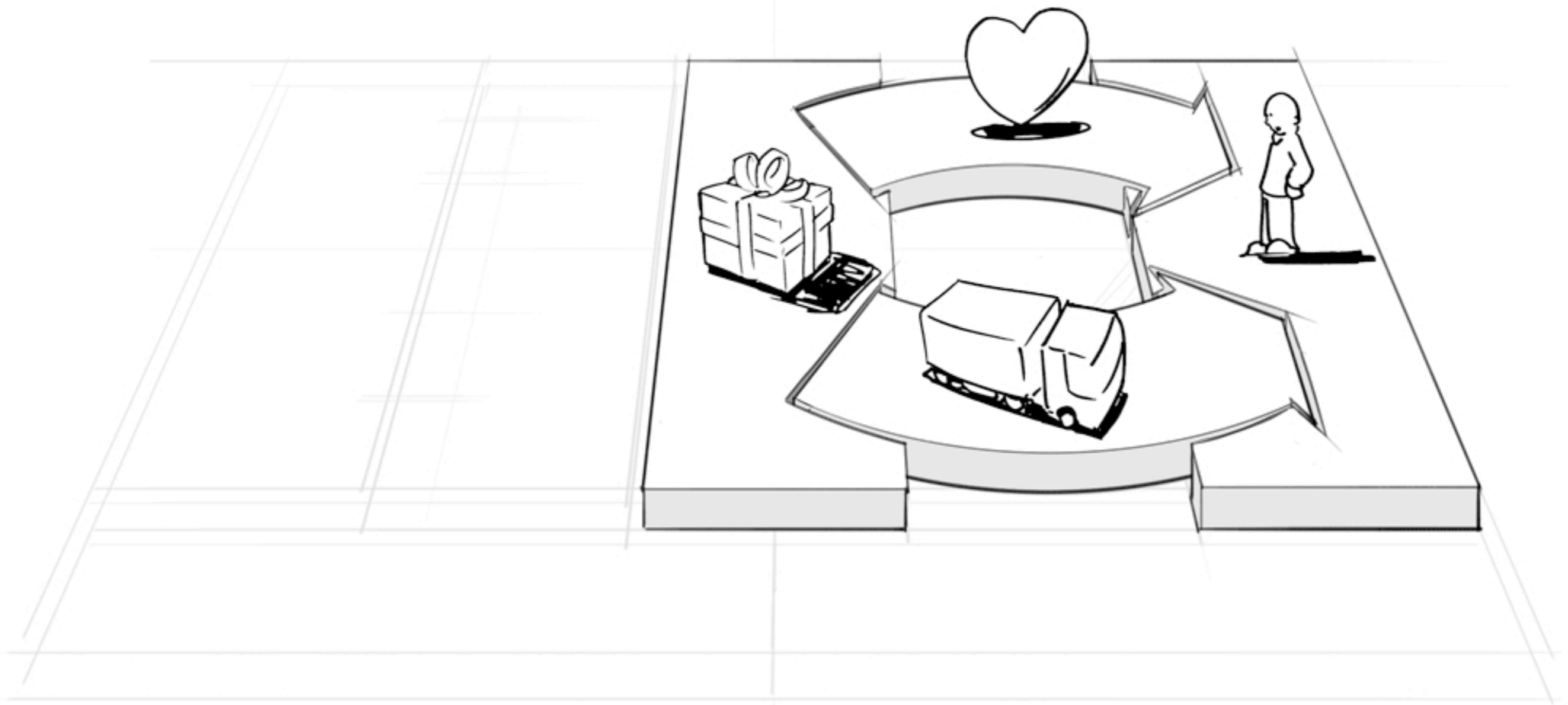
What value do we deliver to the customer? Which one of our customer's problems are we helping to solve? Which customer needs are we satisfying? What bundles of products and services are we offering to each Customer Segment?

CHANNELS



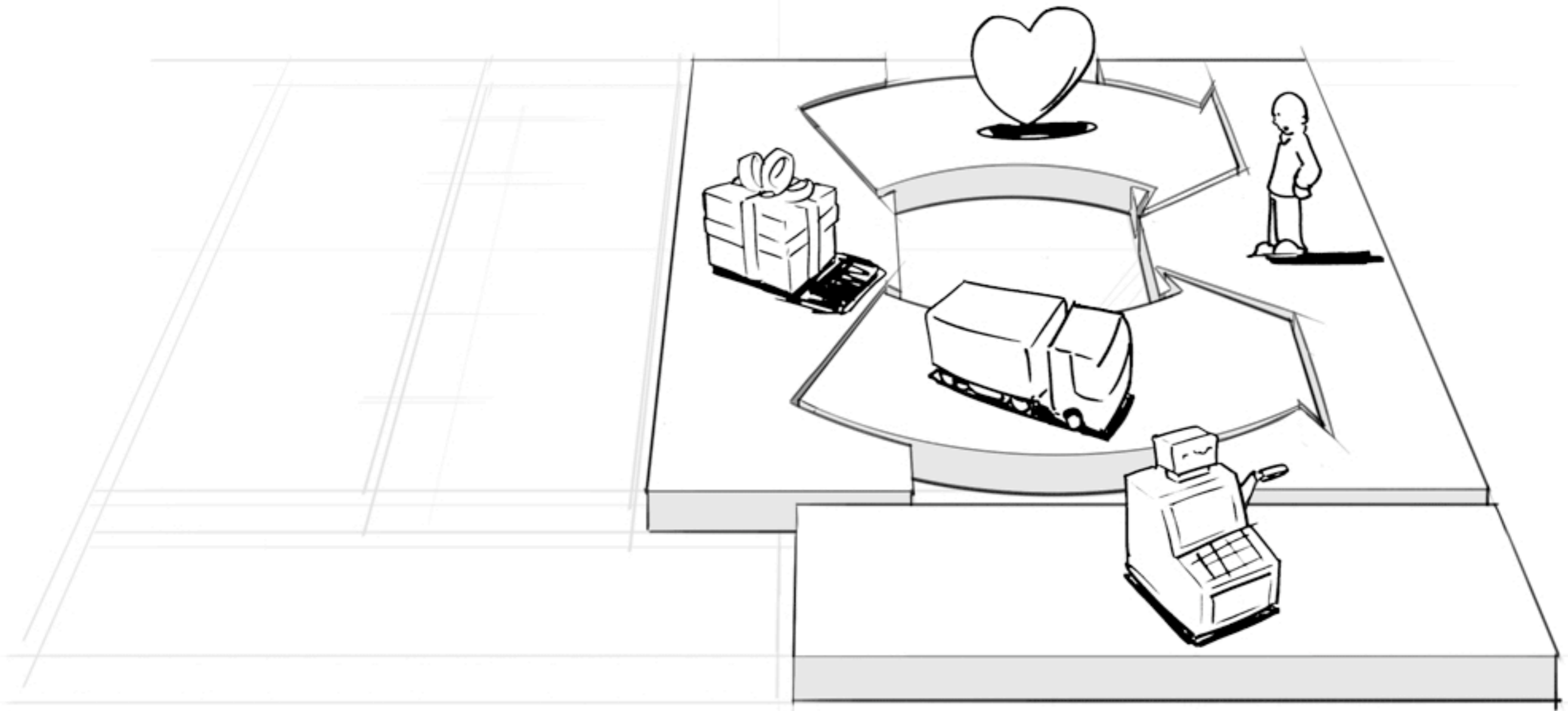
Through which Channels do our Customer Segments want to be reached? How are we reaching them now? How are our Channels integrated? Which ones work best? Which ones are most cost-efficient? How are we integrating them with customer routines?

CUSTOMER RELATIONSHIPS



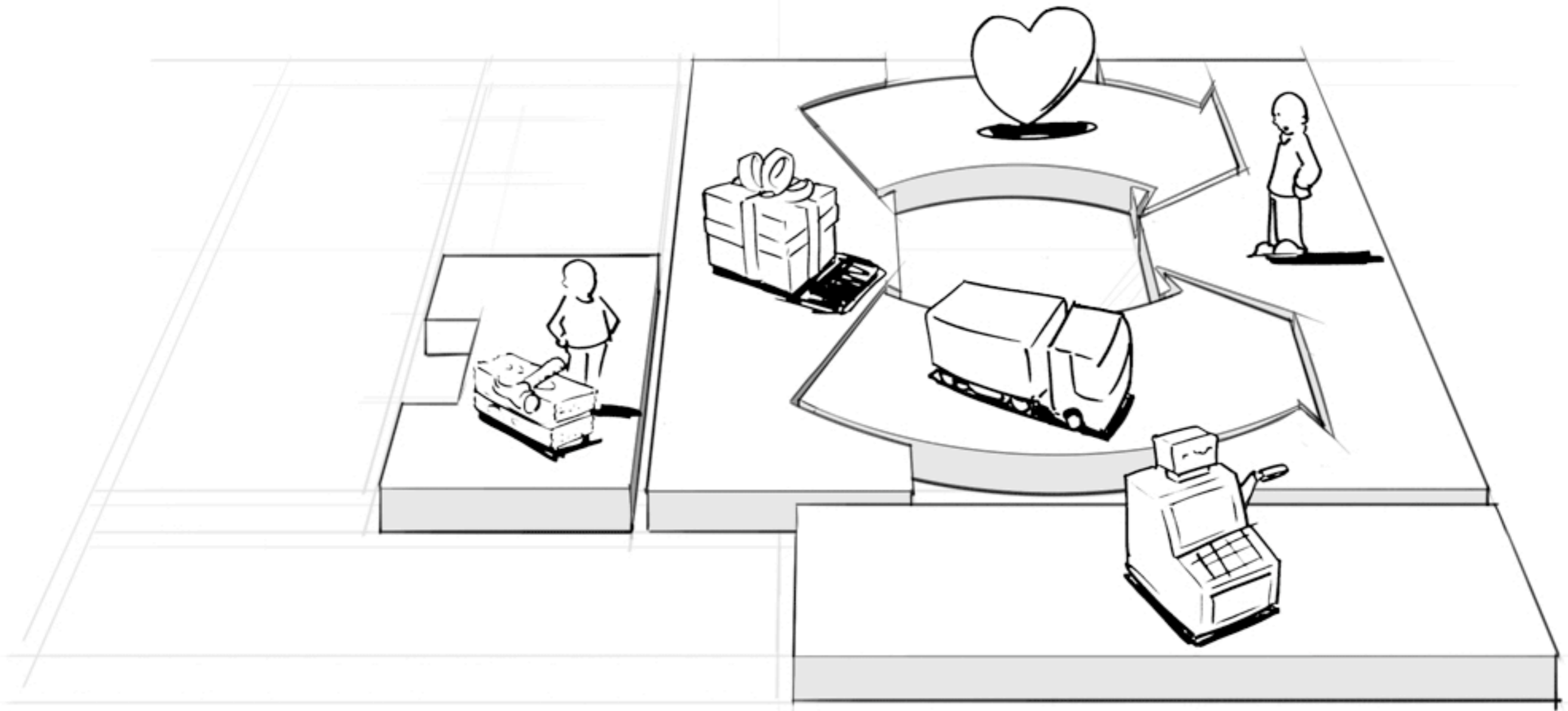
What type of relationship does each of our Customer Segments expect us to establish and maintain with them? Which ones have we established? How costly are they? How are they integrated with the rest of our business model?

REVENUE STREAMS



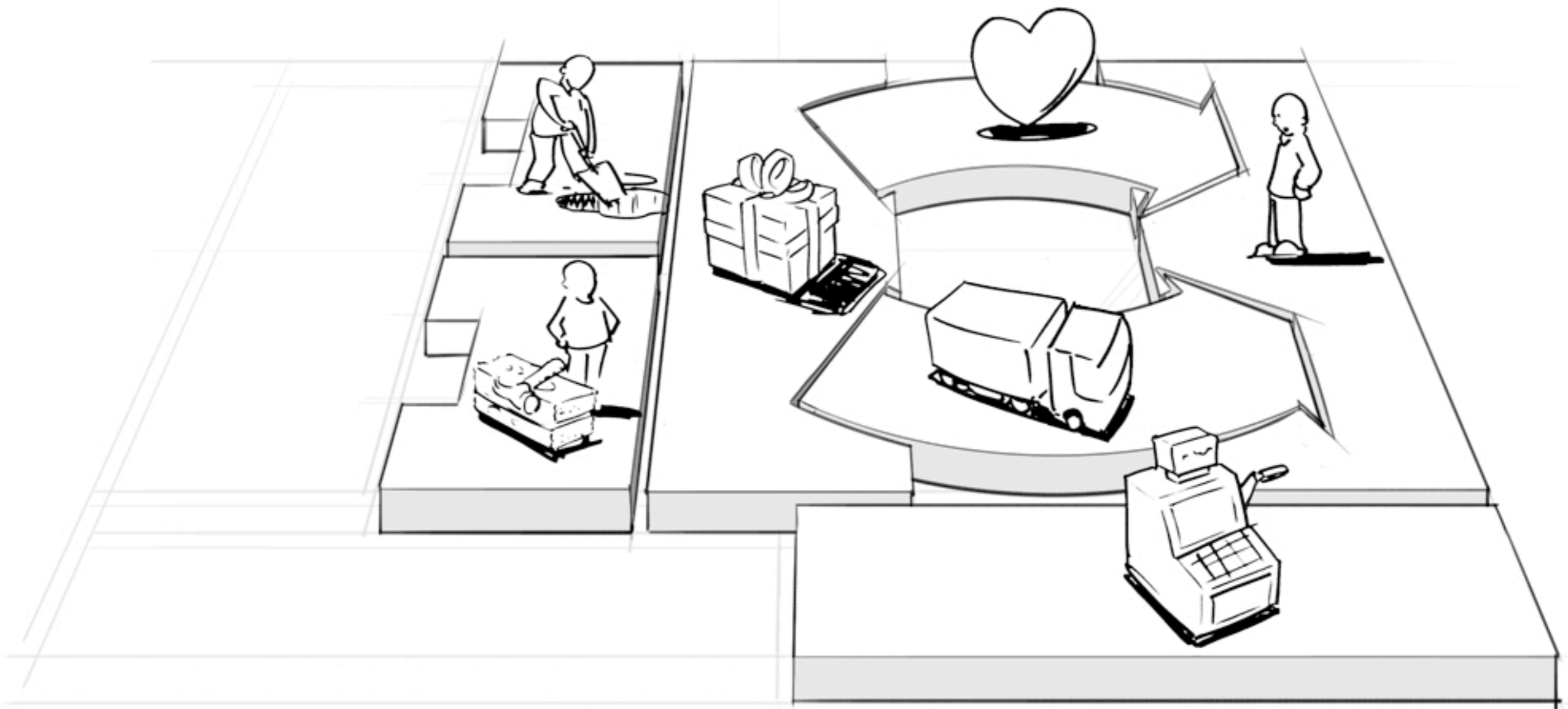
For what value are our customers really willing to pay? For what do they currently pay? How are they currently paying? How would they prefer to pay? How much does each Revenue Stream contribute to overall revenues?

KEY RESOURCES



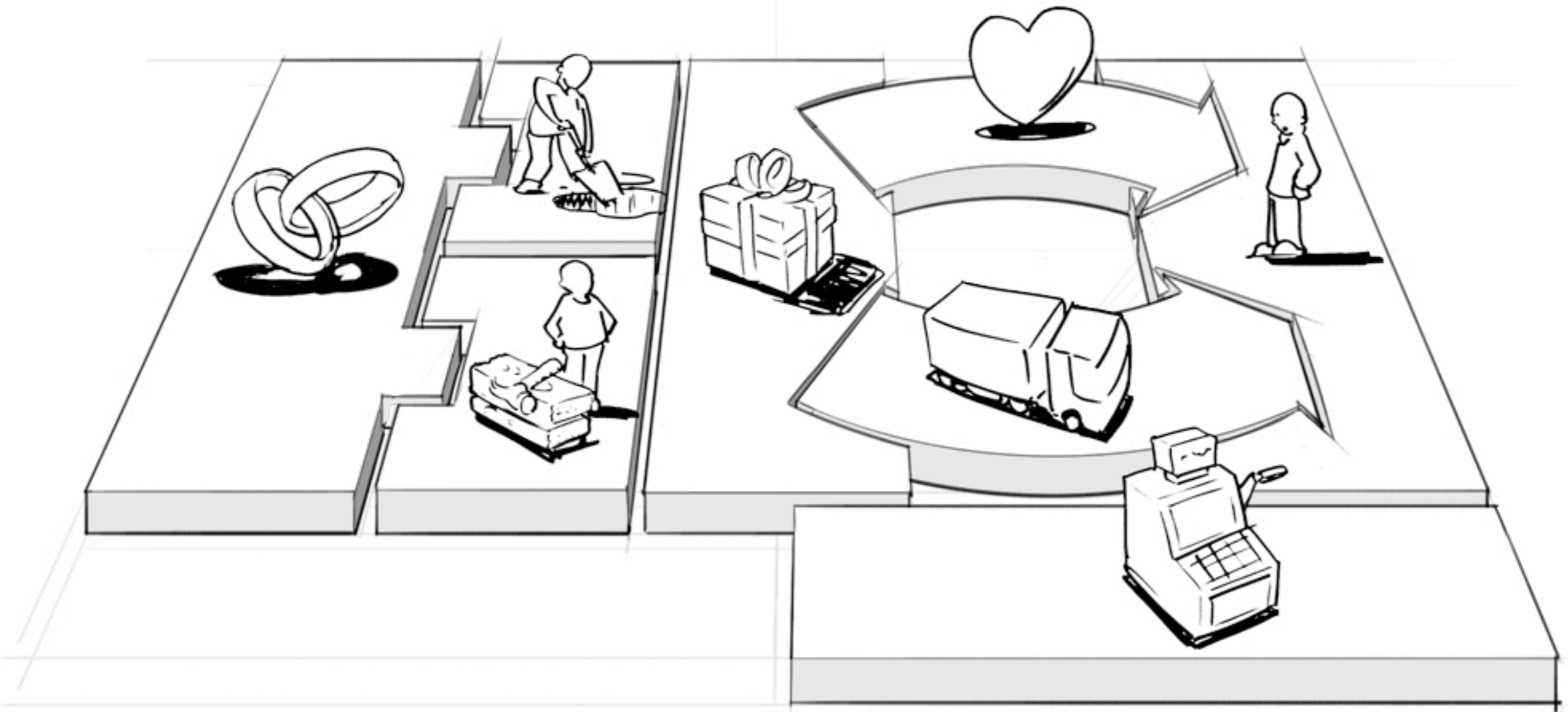
What Key Resources do our Value Propositions require? Our Distribution Channels? Customer Relationships? Revenue Streams?

KEY ACTIVITIES



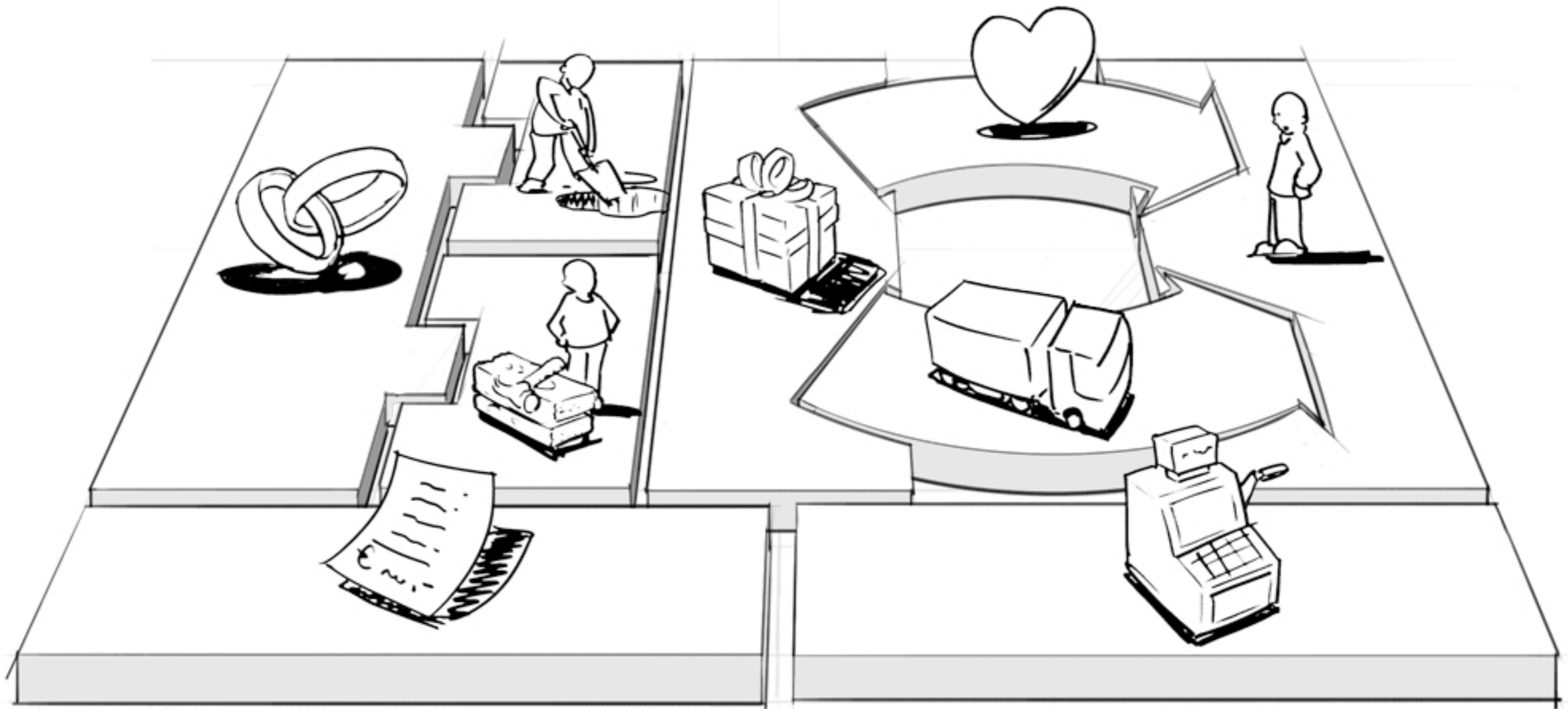
What Key Activities do our Value Propositions require? Our Distribution Channels? Customer Relationships? Revenue streams?

KEY PARTNERS

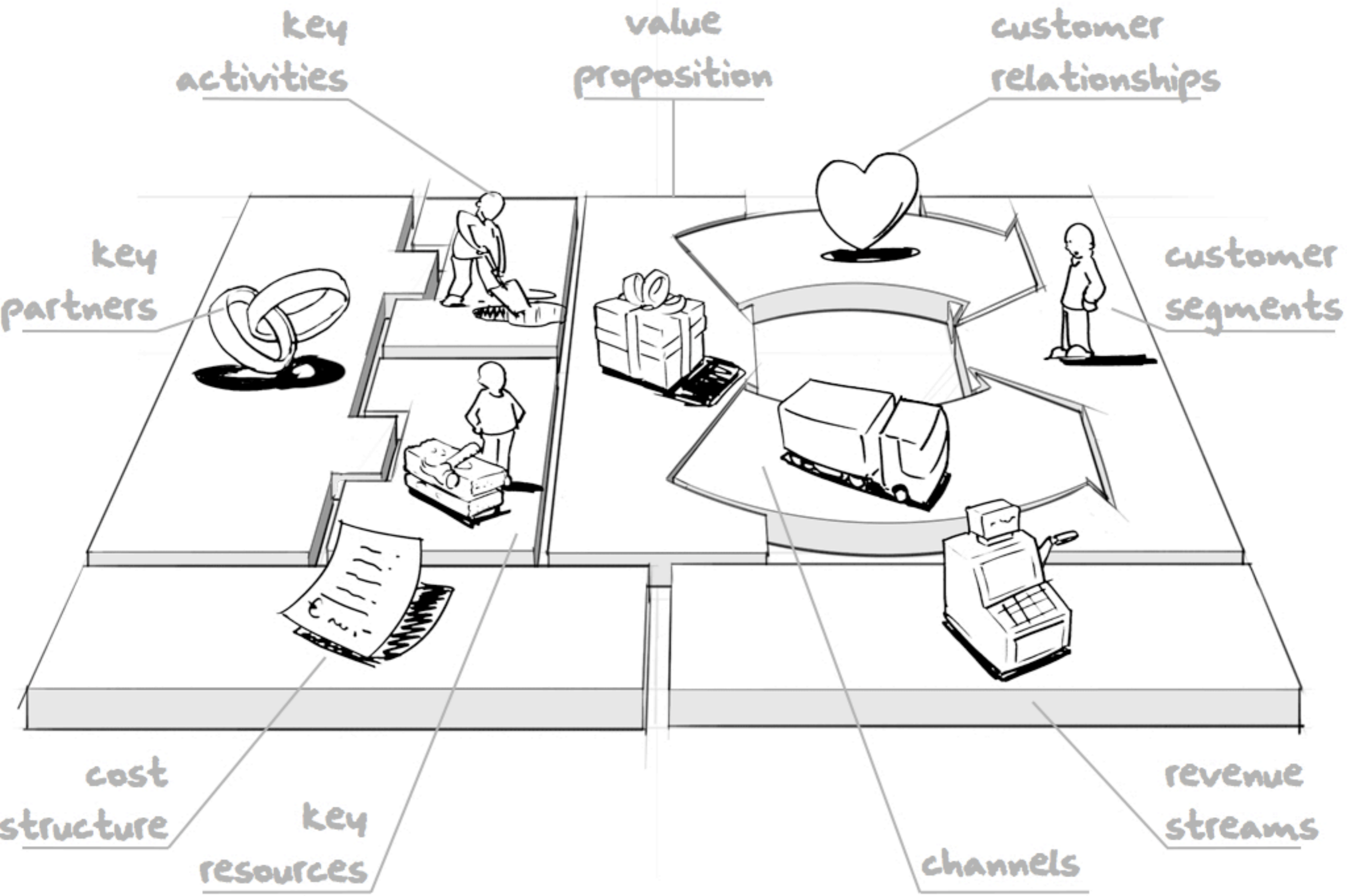


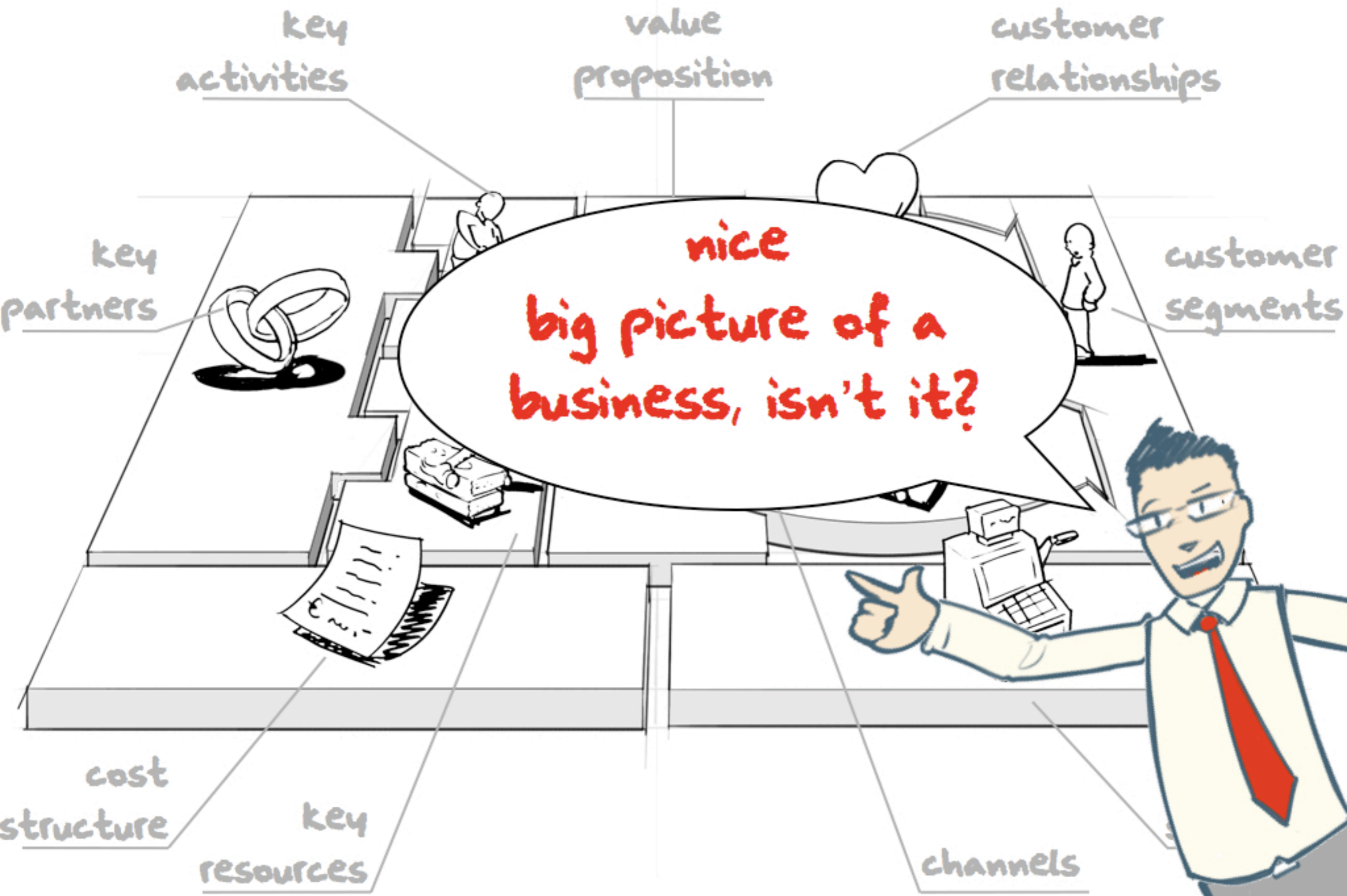
Who are our Key Partners? Who are our key suppliers? Which Key Resources are we acquiring from partners? Which Key Activities do partners perform?

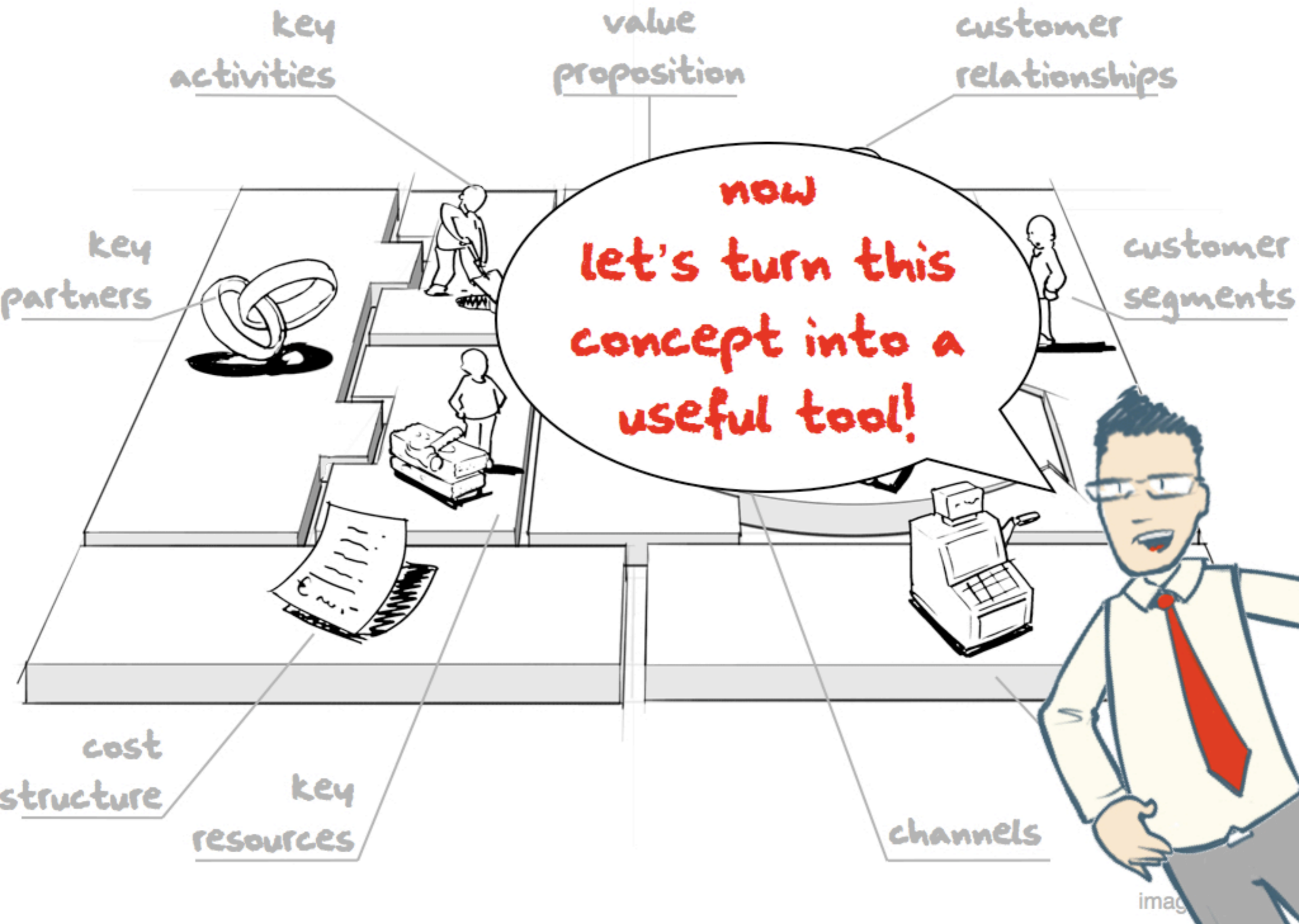
COST STRUCTURE

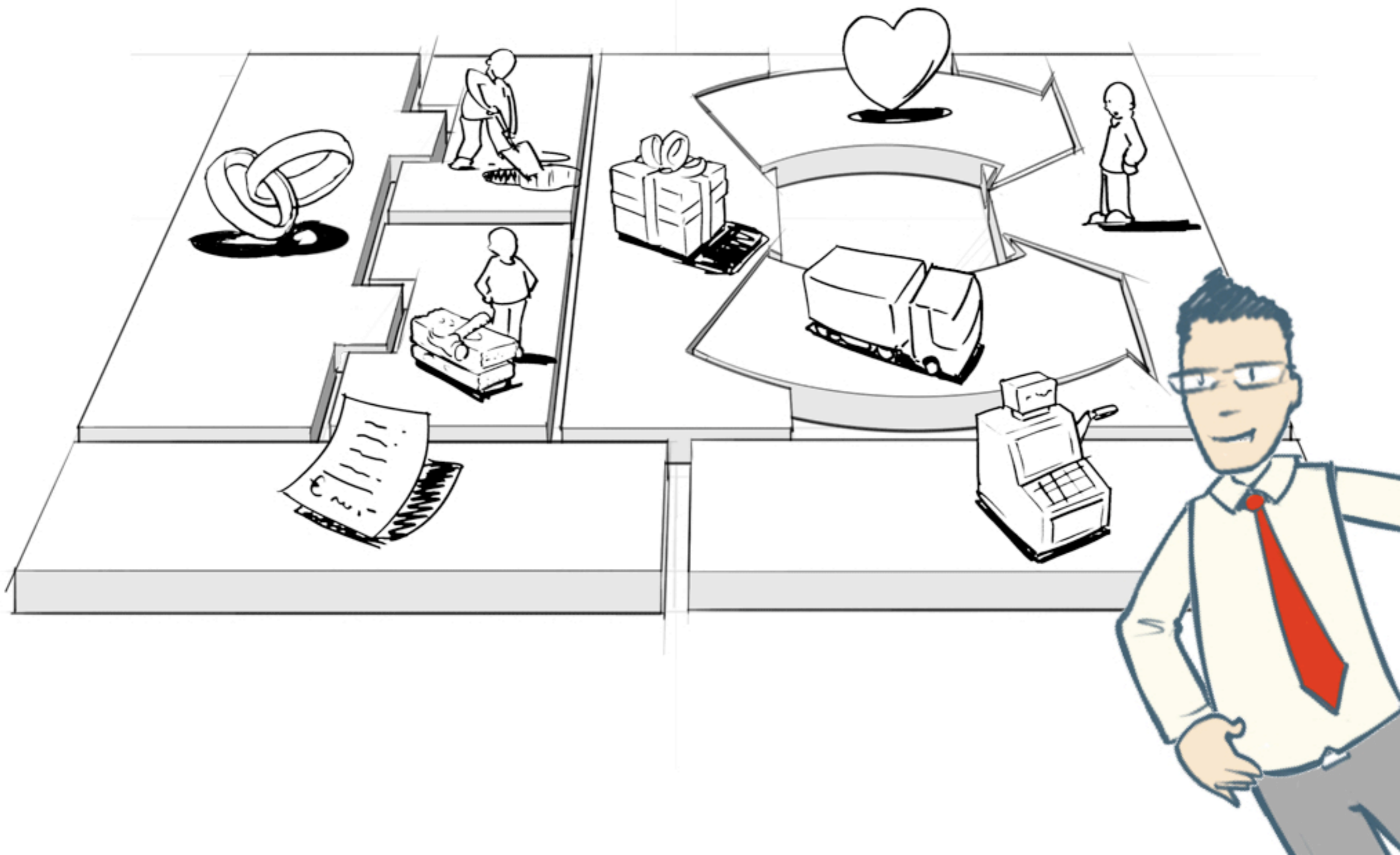


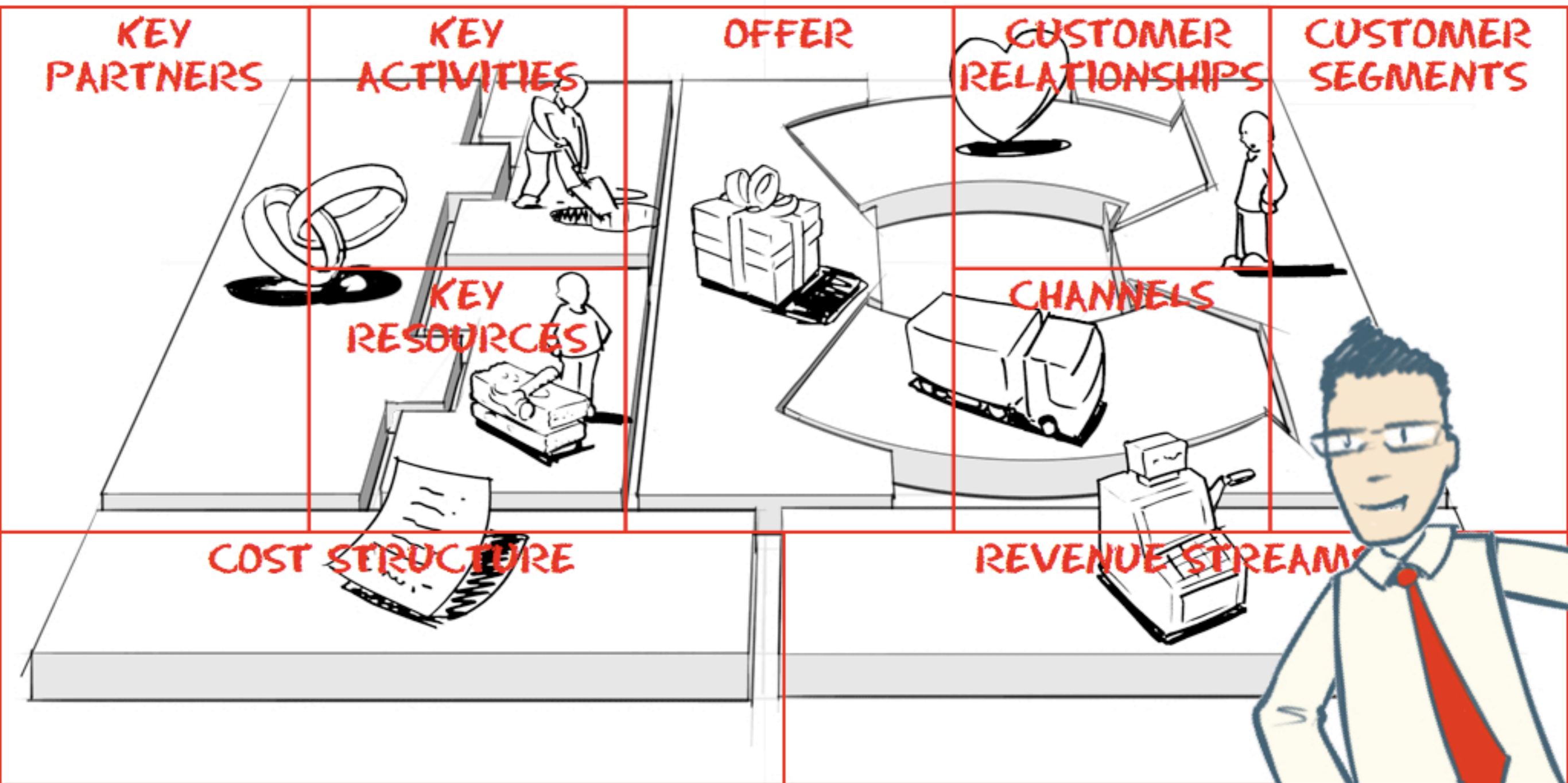
What are the most important costs inherent in our business model? Which Key Resources are most expensive? Which Key Activities are most expensive?








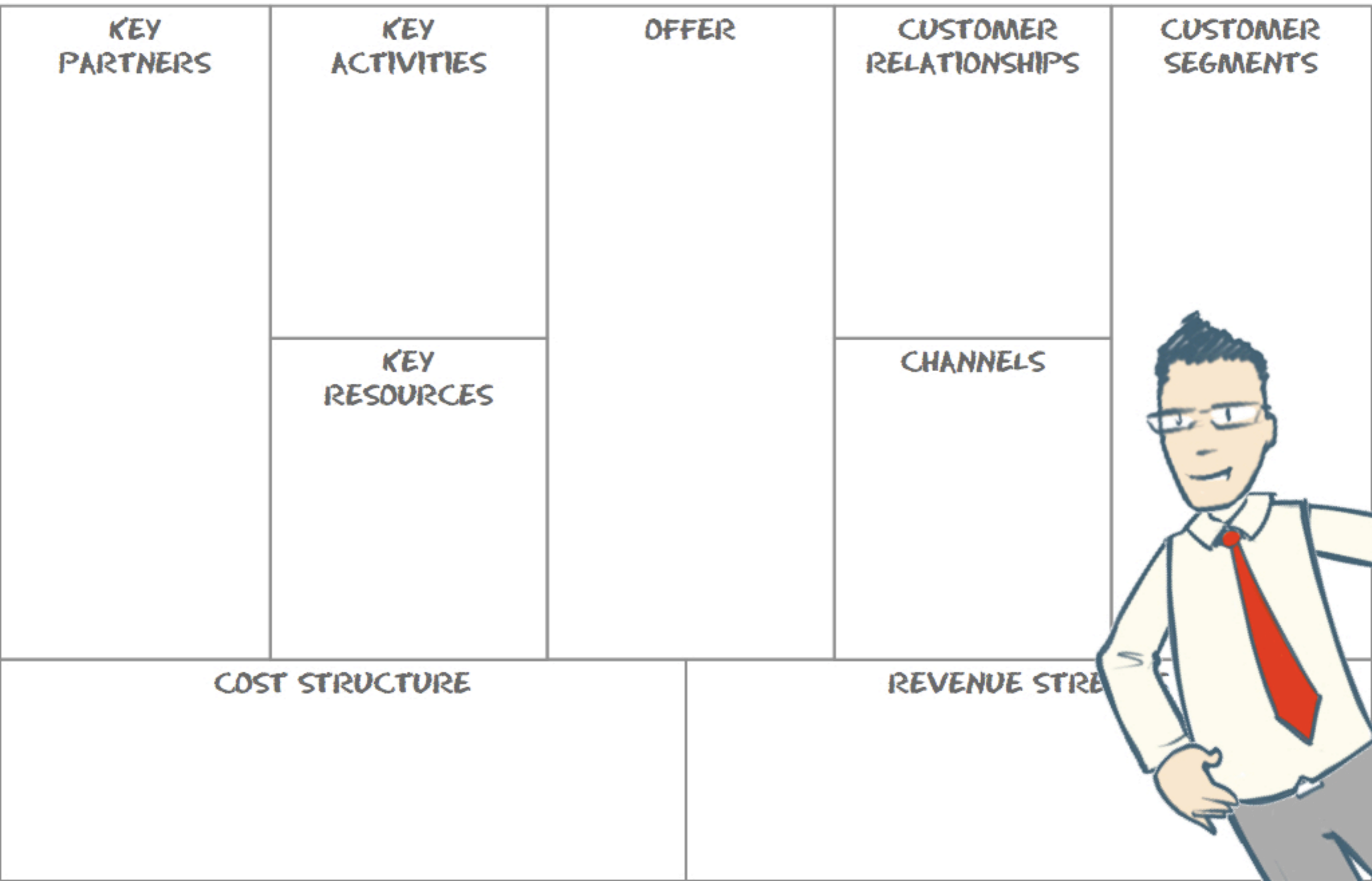




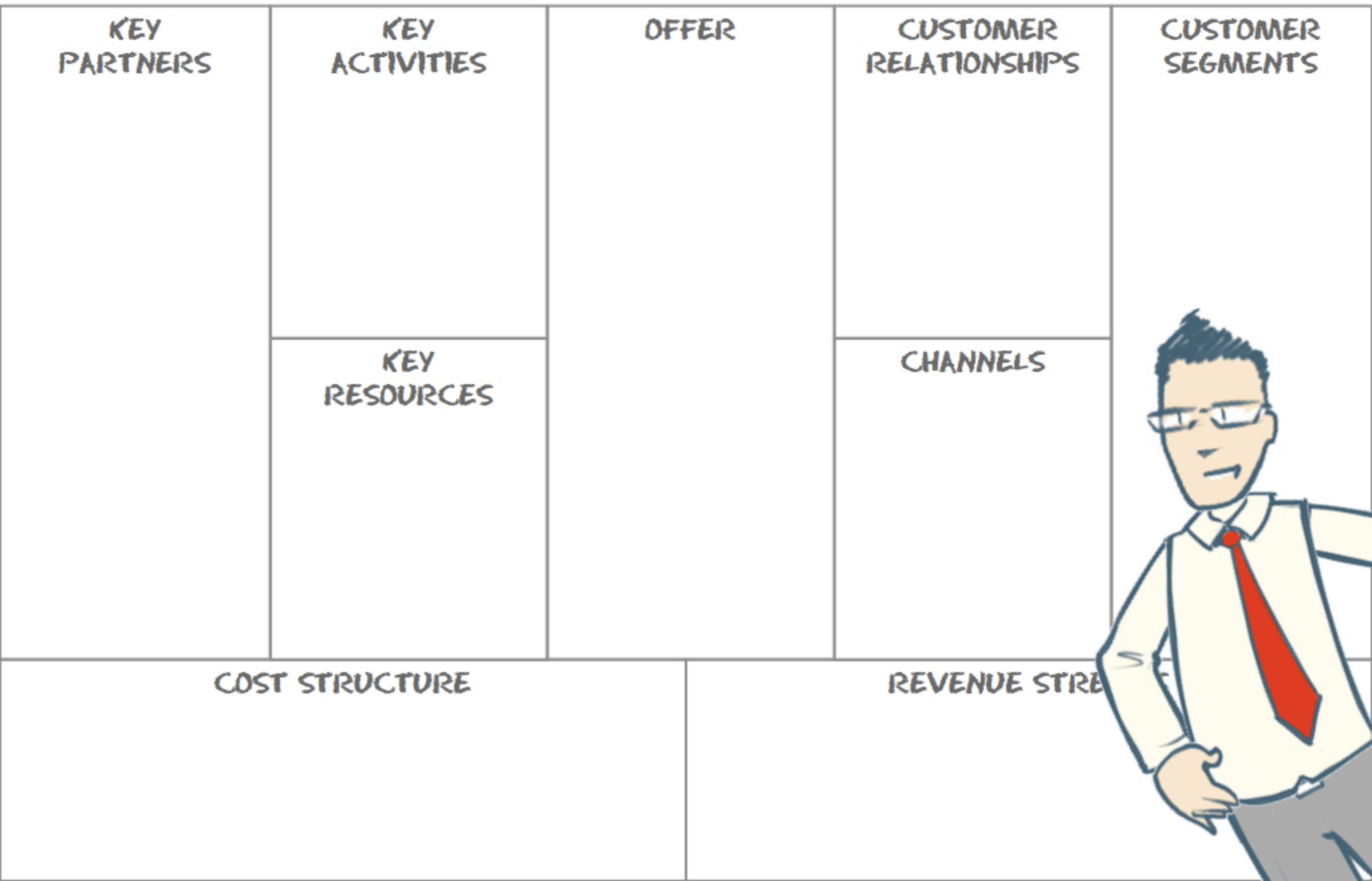
KEY PARTNERS	KEY ACTIVITIES	OFFER	CUSTOMER RELATIONSHIPS	CUSTOMER SEGMENTS
	KEY RESOURCES		CHANNELS	
COST STRUCTURE			REVENUE STREAMS	



THE BUSINESS MODEL CANVAS



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KEY
PARTNERS

KEY
ACTIVITIES

OFFER

CUSTOMER
RELATIONSHIPS

CUSTOMER
SEGMENTS

KEY
RESOURCES

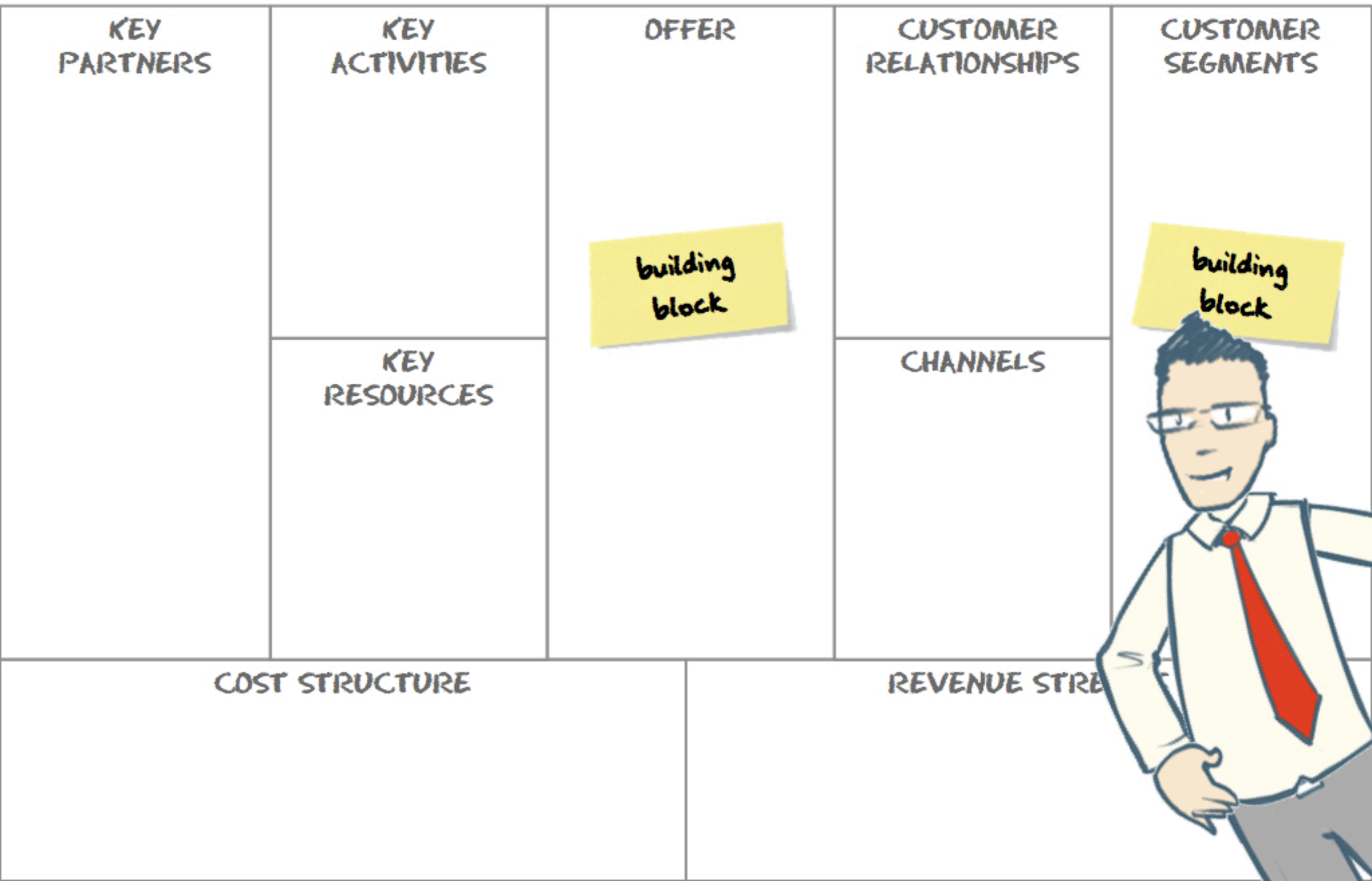
COST STRUCTURE

REVENUE STREAMS

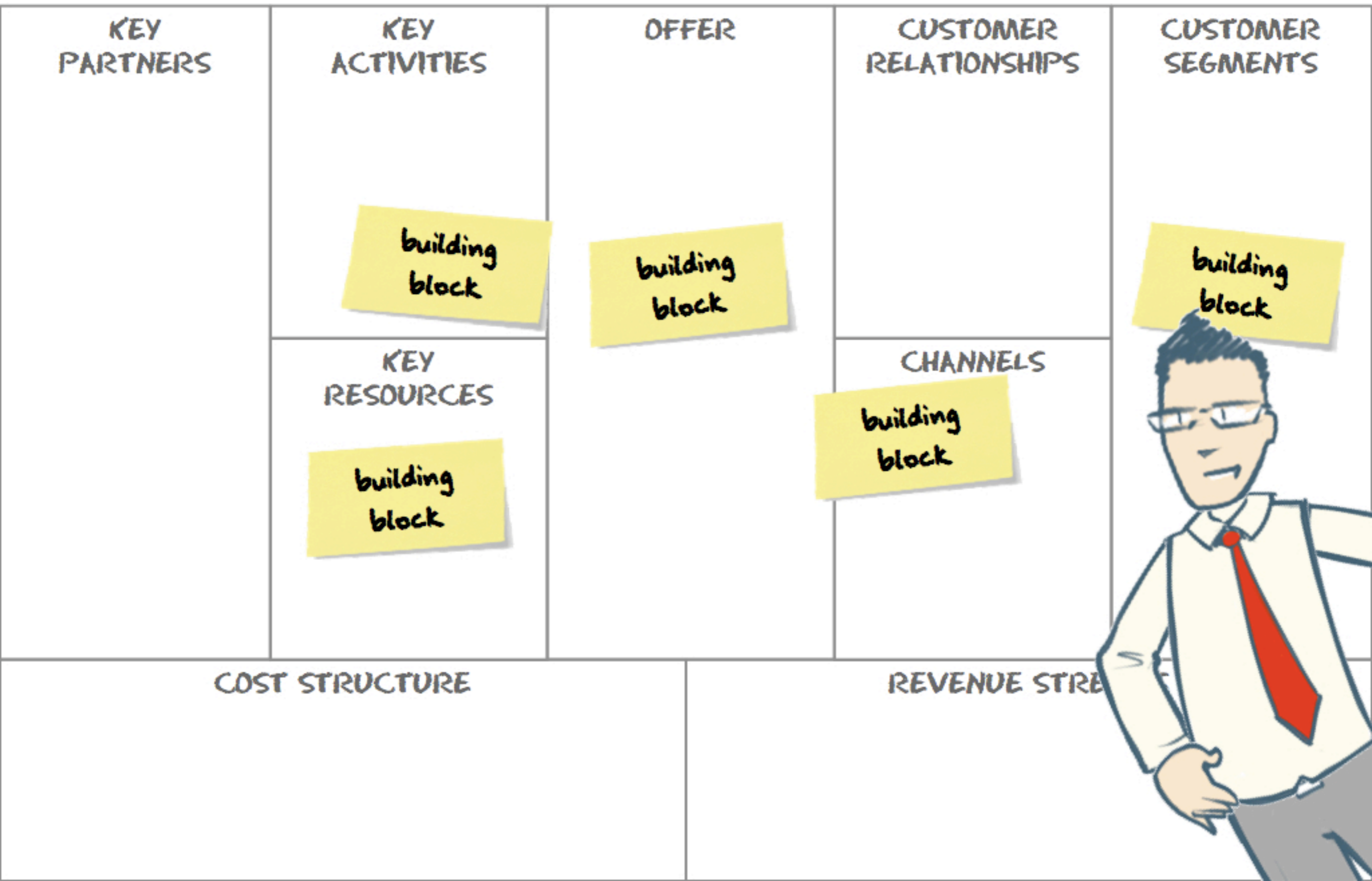
now
you can start
sketching out your
business model



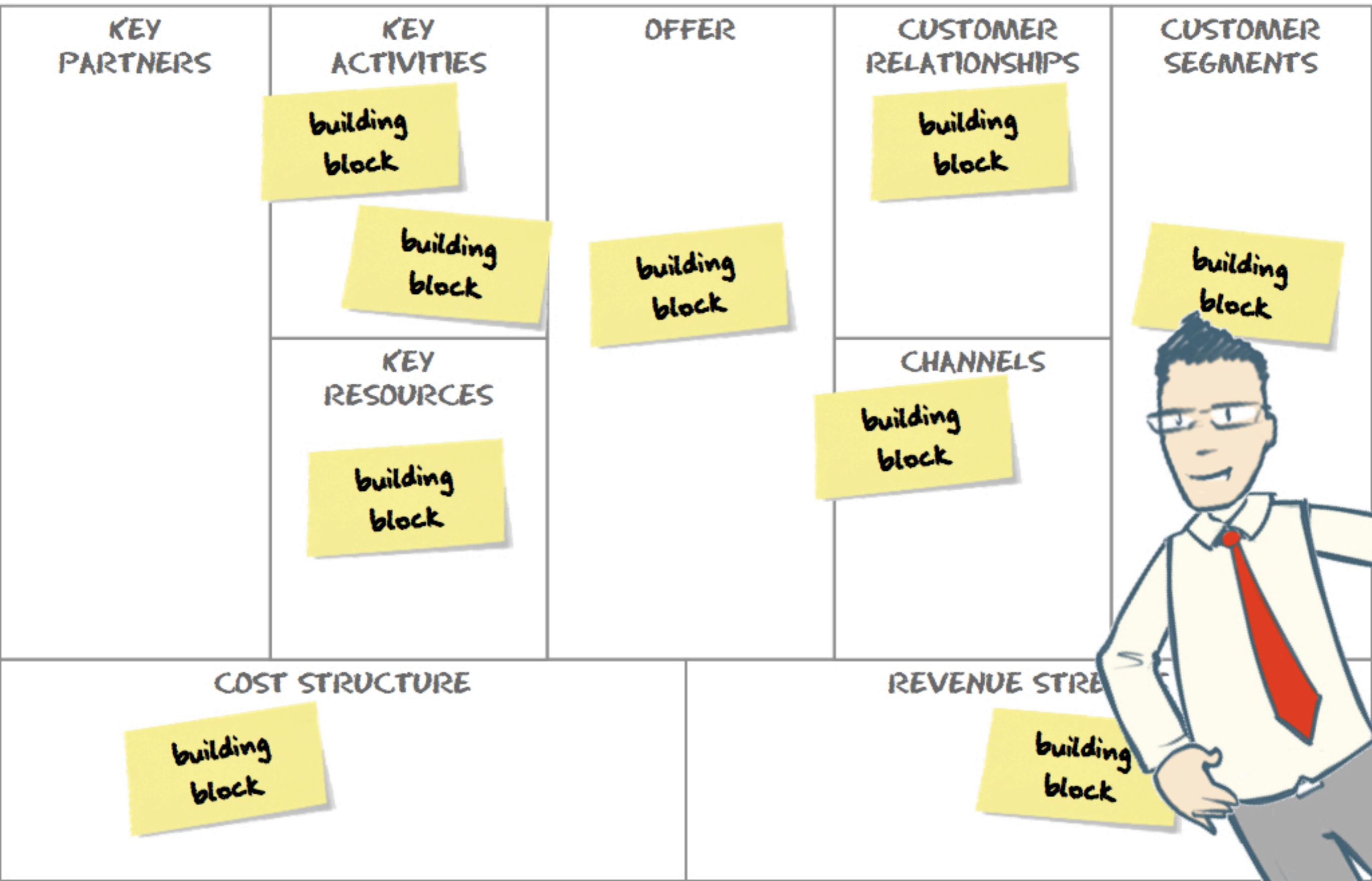
THE BUSINESS MODEL CANVAS



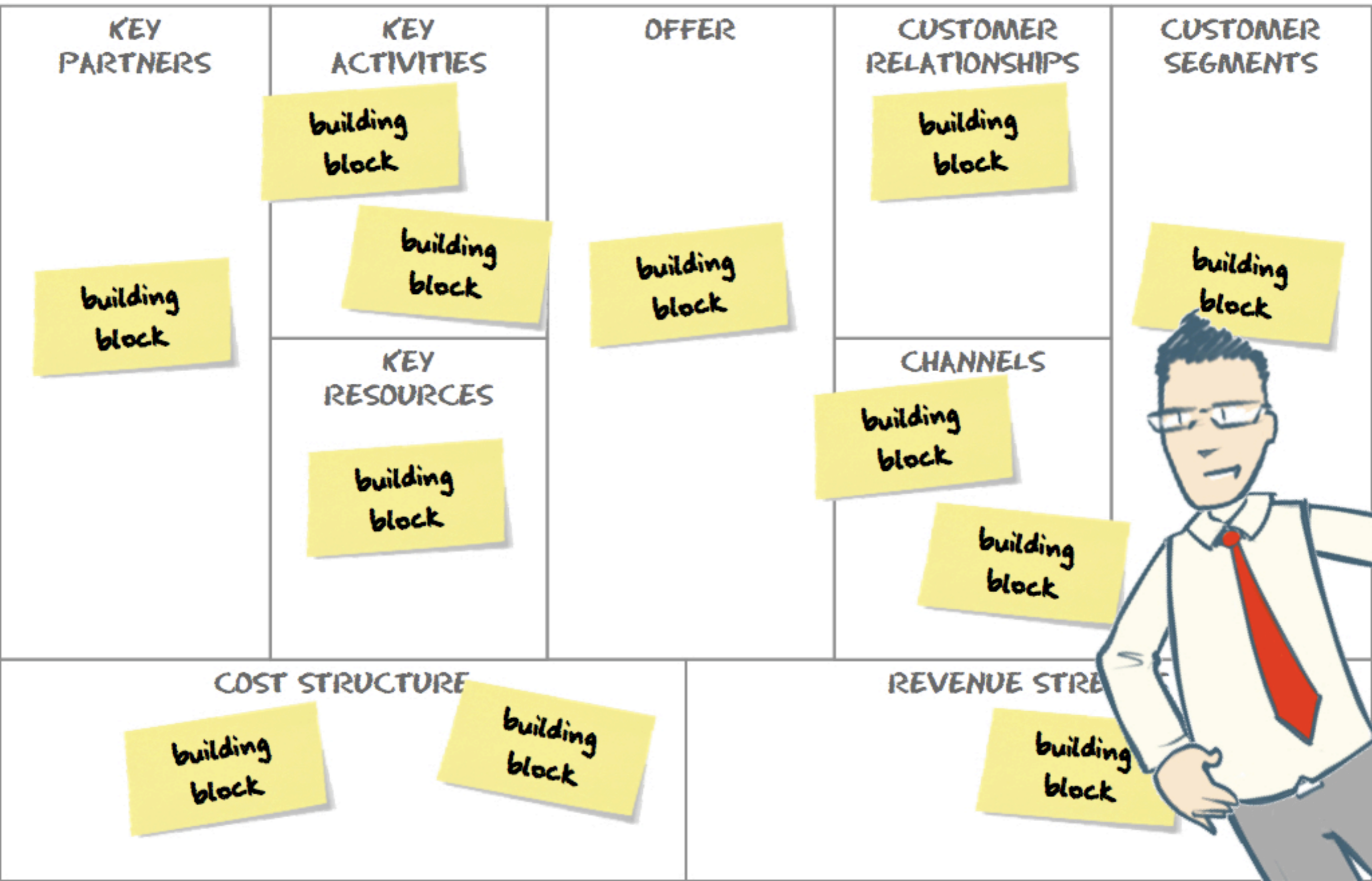
THE BUSINESS MODEL CANVAS



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THE BUSINESS MODEL CANVAS

KEY
PARTNERS

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SEGMENTS

isn't
it great to have your entire
business model on one piece
of

building
block

building

building
block

building
block

building
block

building
block

COST STRUCTURE

building
block

building
block

REVENUE STREAMS

building
block



does
that look useful?



we
call this tool the **business
model canvas**



THANK YOU

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