

















# Business Model Canvas



# CWRU Example...First Canvas

<p><i>Key Partners</i> </p> <p><u>Film Maker</u> Polymer+, 3M</p> <p><u>R/W Manufacturer</u> Being researched</p> <p><u>Materials Suppliers</u> polymers, Ac7ve media</p> <p>Distributor</p>	<p><i>Key Activities</i> </p> <p>Licensing Manufacturing discs Manufacturing R/W Design of discs &amp; R/W Characteriza7on of media</p>	<p><i>Value Propositions</i> </p> <p><b>Need:</b></p> <ol style="list-style-type: none"> <li>1. Digital Universe Expanding 10x every 5 yr</li> <li>2. Digital Accumula7on</li> <li>3. Deficit in storage space</li> <li>4. Data Archiving</li> </ol> <p><b>Approach:</b> Accessing 3<sup>rd</sup> dimension <b>BPC:</b> Minimize \$/bit cost # discs, volume, weight Energy usage longterm Seek 7me (vs LTO tape) Green --- Less material, Lighter Data security Reliability</p>	<p><i>Customer Relationships</i> </p> <p>Conferences Website Professional associa7ons</p>	<p><i>Customer Segments</i> </p> <p><u>Hospitals/Bio genome</u> med. records</p> <p><u>Military/Security</u> secure data</p> <p><u>Mass Market</u> media, backup</p> <p><u>Data Centers</u> Large import/export offline storage</p> <p><u>Libraries/govt.</u> Archives, records</p> <p><u>Photo/Videographer</u> Raw Data, Super HD</p> <p><u>Secure Documents</u> ID, currency, passport</p>
<p><i>Cost Structure</i> </p> <p>Less expensive than BluRay</p>		<p><i>Revenue Streams</i> </p> <p>Licensing Selling discs</p> <p>Tiered pricing? – number of layers</p> <p>R&amp;D Funding / Govt. Grants (ini7ally)</p>		

# CWRU Example...Final Canvas

<p><i>Key Partners</i> </p> <p>Film Manufacturer R/W Manufacturer Materials Suppliers Op7cs Partner Distributor Standards Consor7um</p>	<p><i>Key Activities</i> </p> <p>Licensing Assembling discs Design standards Characteriza7on of media</p> <p><i>Key Resources</i> </p> <p>Patent Team Members CWRU – CLIPS – STEP Cleveland nonprofits Advisory Board</p>	<p><i>Value Propositions</i> </p> <p>Backwards compa7bility Minimize storage \$/bit Minimize storage energy Increase data density Minimize seek 7me/ latency of archived data Increase regulatory compliance Minimize data loss</p>	<p><i>Customer Relationships</i> </p> <p>Conferences Website Professional associa7ons</p> <p><i>Channels</i> </p> <p>License Sales team Distributors</p>	<p><i>Customer Segments</i> </p> <p><u>Small-Medium Data Archivists</u></p> <p>Libraries Local Governments Financial Firms Data intensive SOHO</p>
<p><i>Cost Structure</i> </p> <p>Less expensive than BluRay</p>		<p><i>Revenue Streams</i> </p> <p>Licensing Selling discs Tiered pricing – number of layers, media life7me R&amp;D Funding / Govt. Grants (ini7ally)</p>		

# Practice Session...

## The Business Model Canvas

Designed for:

Designed by:

Date:  /  /   
Iteration:

