UNPACKING THE BUSINESS MODEL CANVAS
on your marsh... get set...
business model

describes how a company creates, delivers and captures value
people use the business model canvas because it...

- was recommended
- facilitates group discussions
- is a visual tool
- is practical and easy to use
- is cheap
- is intuitive

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customer segments

organizations and people who we are trying to reach and create value for
value propositions

how our products and services create value for each customer segment
how a value proposition is communicated and delivered
customer relationships

how you get, keep and grow customers
revenue streams

how we make money (with a price the customer is prepared to pay)
key resources

what we need to make the business model work
key activities

what we need to do well to make the business model work
key partners

the network of suppliers and partners bringing resources and activities
cost structure

all costs incurred to operate the business model
As a team, use the business model canvas to create a business model for the product you are given.

*tip: start with the value proposition or customer segment*
1. switching costs
   - customers can leave
   - customers locked in for years

2. recurring revenues
   - 100% transactional sales
   - 100% automatically recurring revenue

3. earning vs. spending
   - 100% costs incurred before revenue
   - 100% revenue earned before costs

4. game-changing cost structure
   - 30% higher cost structure
   - 30% lower cost structure

5. others who do the work
   - I create all the business value
   - other people create value for free

6. scalability
   - growing requires resources and effort
   - I have no limits to growth

7. protection from competition
   - I am vulnerable to competition
   - my business model is hard to copy
As a team, generate potential business model ideas using a trigger question (to be provided to each group)
8 ways to use the canvas

strategizing

dashboard

understanding competition

innovation

understanding customers

alignment

mergers & acquisition

new idea template

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thank you

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