















Bonus Video: What is a company?



Bonus Video: What is a business model?

<p>Key Partners 7 </p> <p>Who are our key partners? Who are our key suppliers? Which key resources are we acquiring from partners? Which key activities do partners perform?</p> <p><u>Motivations for partnerships:</u> Optimization and economy Reduction of risk and uncertainty Acquisition of particular resources and activities</p> 	<p>Key Activities 6 </p> <p>What key activities do our value propositions require? Our distribution channels? Customer relationships? Revenue streams?</p> <p><u>Categories:</u> Production Problem solving Platform/Network</p> 	<p>Value Proposition 1 </p> <p>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?</p> <p><u>Characteristics:</u> Accessibility/Usability Customization/Design "Getting the job done" Performance Brand/Status Price/Cost Newness</p> 	<p>Customer Relationships 4 </p> <p>How will we get, keep and grow customers? What type of relationship does each customer segment expect us to establish and maintain?</p> <p><u>Examples:</u> Personal assistance Self-Service Automated Services</p> 	<p>Customer Segments 2 </p> <p>For whom are we creating value? For whom are we solving a problem or meeting a need? Who are our primary and secondary customers? Does the value proposition match their needs?</p> <p><u>Markets:</u> Mass market vs. Niche market Segmented Diversified Multi-sided platform</p> 
<p>Cost Structure 8</p> <p>What are the most important costs in our business model? Which key resources and key activities are most expensive?</p> <p><u>Is your business:</u> Cost driven (leanest cost structure, low price value proposition, maximum automation, extensive outsourcing) or value driven (focused on value creation, premium value proposition)?</p> <p><u>Consider:</u> Fixed costs, variable costs and economies of scale.</p> 	<p>Revenue Streams 9 </p> <p>For what value are our customer 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 sales?</p> <p><u>Consider:</u> Types of revenue streams and pricing models (fixed or dynamic)</p> 