

The Business Model Canvas Game

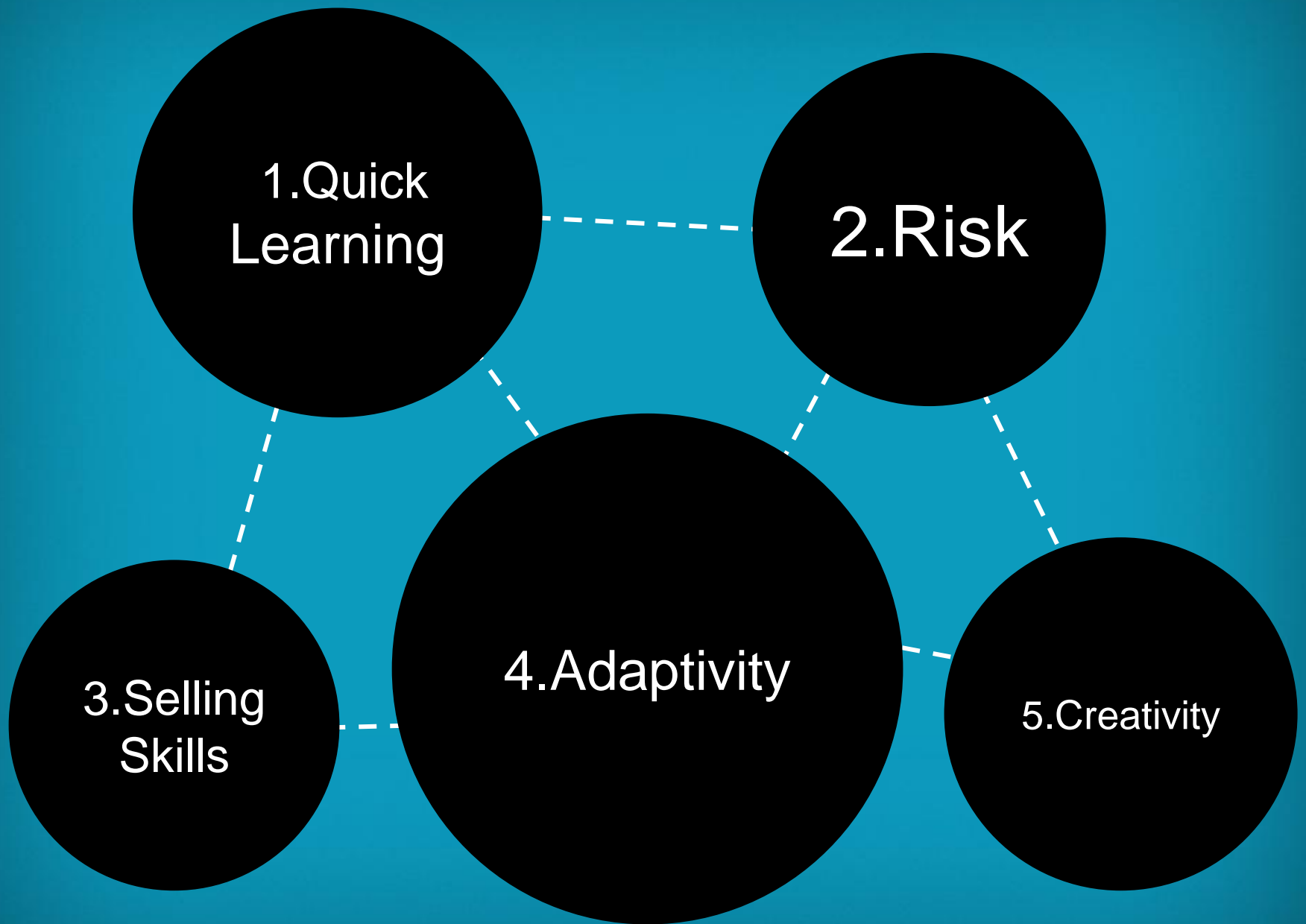
By ThinkBiz

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Uhm, ok. Why should I

CARE



Business Model Canvas

Designed for:

Designed by:

On: Day Month

Iteration: No

Key Partners



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

KEY PARTNERSHIP:
 Shared resources
 Risk and uncertainty
 Particular resources and activities

Key Activities



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

CATEGORIES:
 Production
 Problem Solving
 Platform/Network

Key Resources



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

TYPES OF RESOURCES:
 Physical
 Intellectual (brand, patents, copyrights, data)
 Human
 Financial

Value Propositions



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

CHARACTERISTICS:
 Newness
 Performance
 Customization
 "Getting the Job Done"
 Design
 Brand/Status
 Price
 Cost Reduction
 Risk Reduction
 Accessibility
 Convenience/Usability

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 are they integrated with the rest of our business model?
 How costly are they?

EXAMPLES:
 Personal assistance
 Tailored Personal Assistance
 Self-Service
 Automated Service
 Communities
 Co-creation

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?

CHANNEL PHASES:
 1. Awareness
 How do we raise awareness about our company's products and services?
 2. Evaluation
 How do we help customers evaluate our organization's Value Proposition?
 3. Purchase
 How do we allow customers to purchase specific products and services?
 4. Delivery
 How do we deliver a Value Proposition to customers?
 5. After sales
 How do we provide post-purchase customer support?

Customer Segments



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

Mass Market
Niche Market
Segmented
Diversified
Multi-sided Platform

Cost Structure

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

KEY NOTE:
 Balanced cost structure, low price value proposition, maximum automation, extensive outsourcing
 (Focused on value creation, premium value proposition)

FIXED COSTS:
 Salaries, rent, utilities

Variable
 Fixed
 Semi-variable



Revenue Streams

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

TYPES:
 Asset sale
 Usage fee
 Subscription Fee
 Lending/Leasing/Leasing
 Licensing
 Brokerage fees
 Advertising

FIXED PRICES:
 Low Price
 Fixed/Volume dependent
 Customer segment dependent
 Volume dependent

Dynamic Pricing:
 Negotiated/ Bargaining
 Yield Management
 Real-time-Market



This is called

Business Model Canvas

Value Proposition

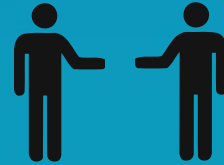
Why does my client want my product

Customer Segments

Who is/are my client(s)?

Revenue Model

How do I make money out of it?



The Importance of the

TEAM

LET'S SPLIT UP



1

**Think outside
The box, and
Utilize any
Given
resouce**

2

**Know your
customer
really GOOD,
even the
smallest
detail matters**

3

All parts of a business are connected, your idea won't survive if you don't pay attention to all of them

think**biz**



info@thinkbiz.gr



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