

# BUSINESS MODEL CANVAS

BUSINESS NAME	DATE	BUSINESS SUMMARY		GOALS TO ACHIEVE BY
<p><b>Key Partners/Suppliers</b>            Who are your key partners and/or suppliers?            Which key resources are you acquiring from your partners and/or suppliers?            Which key activities do partners or suppliers perform?</p> <p>Some activities may need to be outsourced (eg. accountant). Make a list of your key partners and key activities in your business.</p>	<p><b>Key Activities</b>            Actual tasks and actions required to create and deliver the elements in the business such as making, selling and supplying the business. Always study the market to stay ahead of the game!</p> <p><b>Categories of Key Activities</b>            Production            Problem Solving            Platform/network</p>	<p><b>Value Propositions</b>            Which one of the customers' problems are you helping to solve?            Solving customer problems or satisfying customer needs.            What value do you want to offer to your customers?</p> <p><b>Characteristics</b>            Newness            Performance            Customisation            Design            Brand/status            Price            Cost Reduction            Accessibility            Convenience/visibility</p>	<p><b>Customer/Markets</b>            Establish and maintain different kinds of relationships with customers.            Your business must clarify the purpose of customer relationships; do you want to get new customers?            Keep old customers or gain even more revenue from existing customers.</p> <p><b>Type of Customer Segments</b>            Mass markets            Niche markets            Segmented            Diversified            Multi-sided platform</p>	<p><b>Channels</b>            How will goods and services be delivered?            Through which channels do your customers, beneficiaries, partners and providers want to be reached?            Which channels are most effective?            Remember you need to deliver value to your customers.            Think about awareness/evaluation/purchase/deliver/after Sales</p> <p><b>Channel Types</b>            Sales force            Web sales            Own stores            Partner stores            Wholesaler</p>
<p><b>Key Resources</b>            What key resources do your value properties require?            What are your distribution channels?            What are your customer relationships?            What are your revenue streams?</p> <p><b>Types of Resources</b>            Physical            Intellectual (brand, patents, copyright, data)            Human            Financial</p>			<p><b>Unique Selling Points</b>            Does your product/service meet a need in the current market?            Will there be pressure for it to become a market leader?            Is it safe?            Does it perform well?            Does it look good?            Is it convenient?            Is it economical?            Is it durable</p>	<p><b>Competitors</b>            Who are your direct competitors? (same product)            Who are your indirect competitors? (different product, same outcome)</p>
<p><b>Cost Structure</b>            What are the most important costs inherent to your business?            Which key resources are most expensive?            Which key activities are most expensive?</p> <p>Is your business more:            Cost driven (leanest cost structure, low price value proposition, maximum automation, extensive outsourcing)</p> <p>Value driven (focused on value creation, premium value proposition)            Direct cost to the customer for goods/services.            Also consider: Income/expenses/earnings or profit/sales/gross margin or margin/break even and salary costs</p>			<p><b>Revenue Streams</b>            What are your customers willing to pay?            What do they currently pay? And for what?            What is your revenue model?            What are your pricing tactics?            How would your customers prefer to pay?</p> <p>Fixed pricing            List price            Product feature dependant            Customer segment dependant            Volume dependant</p>	
<p><b>Social Impact+</b>            What social impact does your business have?            Does your business have any negative impact?            If it does, what steps will you take to overcome this?</p> <p>Staff/employee time/training, information collection.            Technical resources to analyse any improvements in the environment            Possible external consultants</p>				<p><b>Environmental Impact+</b>            What environmental impact does your business have?            Does your business have any negative impact?            If it does, what steps will you take to overcome this?</p> <p>Reduced operational risks (reduced occupational hazards, increased community relations).            Improved reputation, improved access to finances.</p>



Based on "The Business Model Canvas" at [www.businessmodelgeneration.com](http://www.businessmodelgeneration.com)  
[www.lboro.ac.uk/LEN](http://www.lboro.ac.uk/LEN)

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