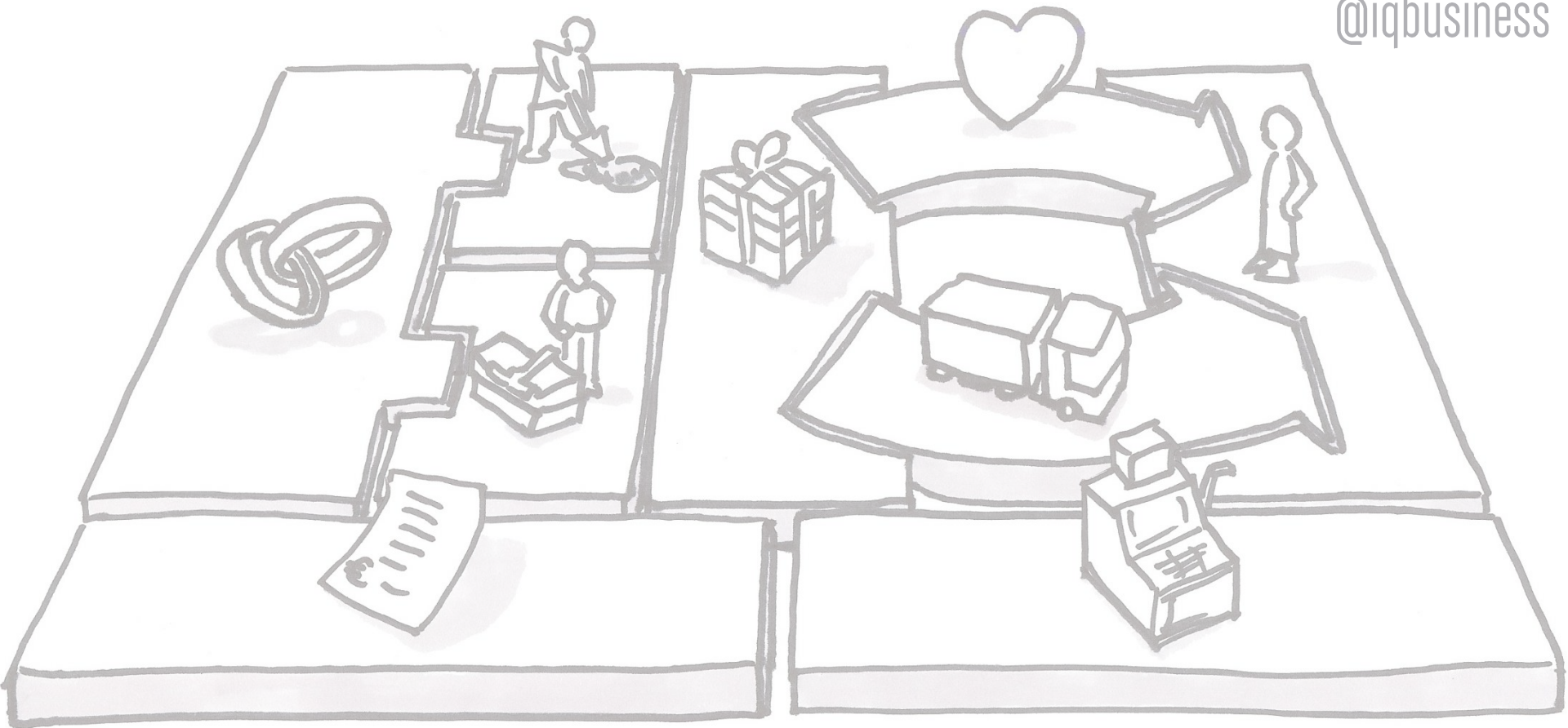


@doyle\_angie

@agilityIQ

@iqbusiness



# UNPACKING THE BUSINESS MODEL CANVAS

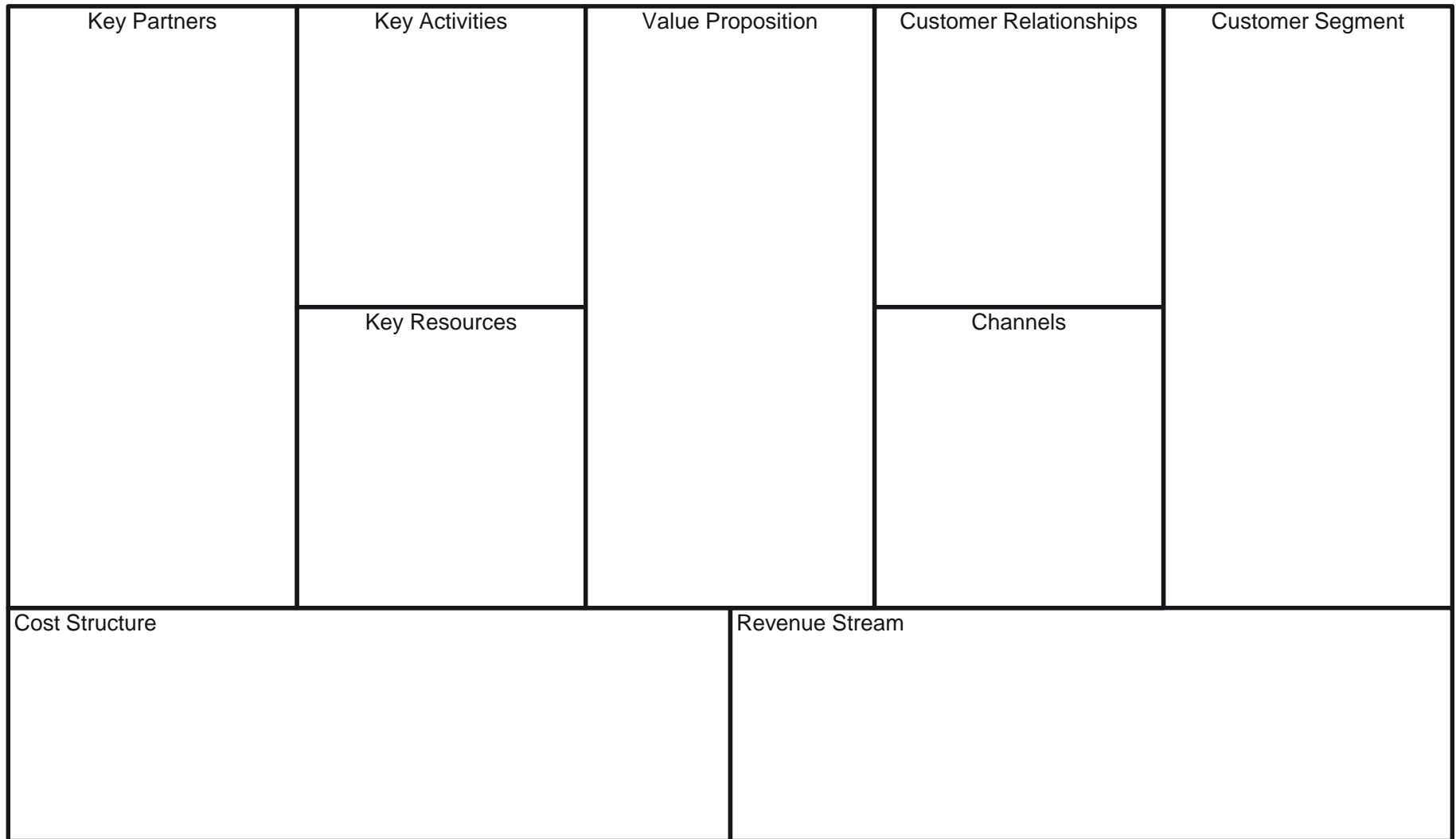
on your marsh... get set...



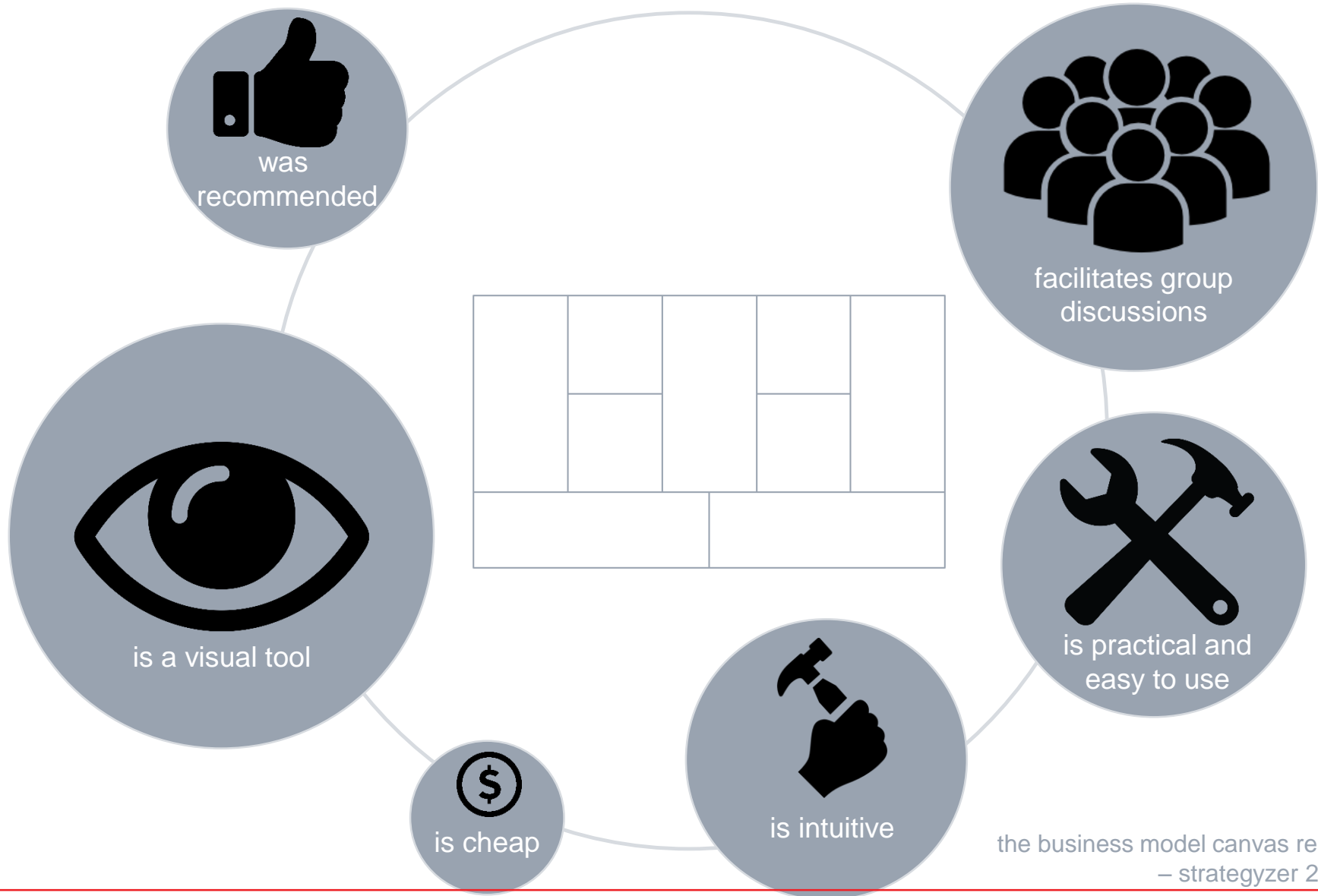
# business model

describes how a company creates,  
delivers and captures value

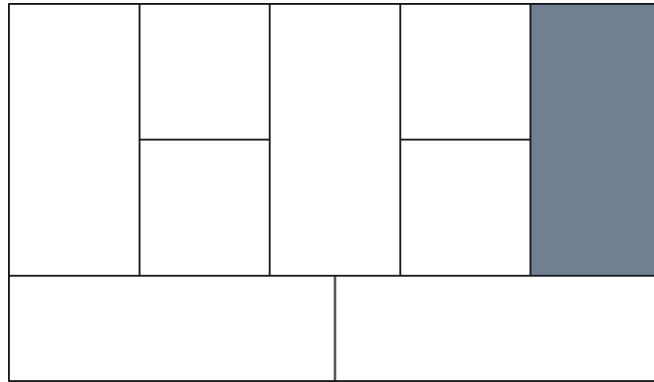
# the business model canvas



# people use the business model canvas because it...

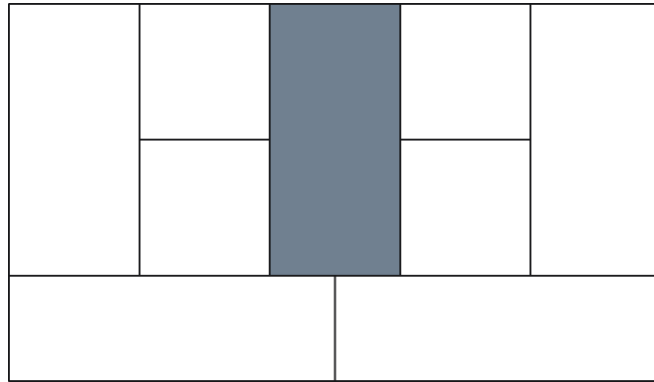


the business model canvas report  
– strategyzer 2015



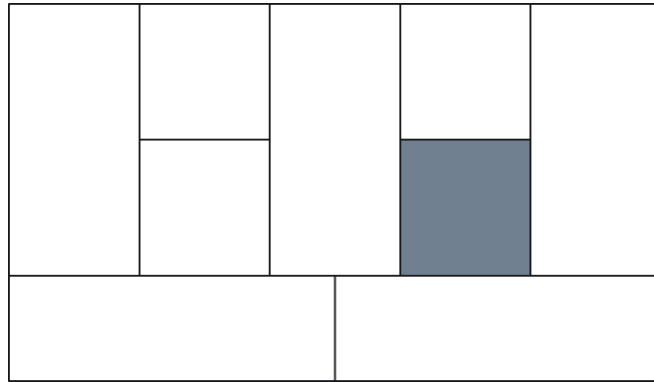
# customer segments

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



# value propositions

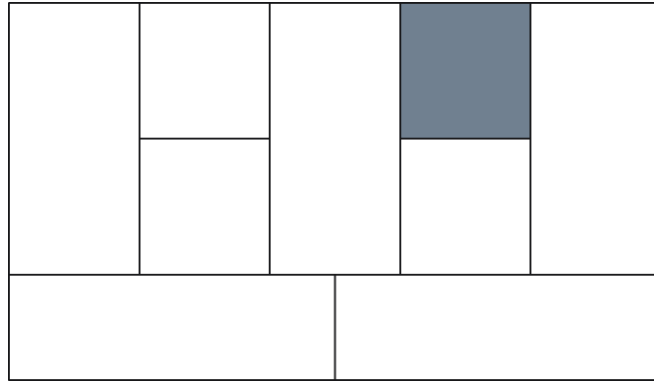
how our products and services create  
value for each customer segment



# channels

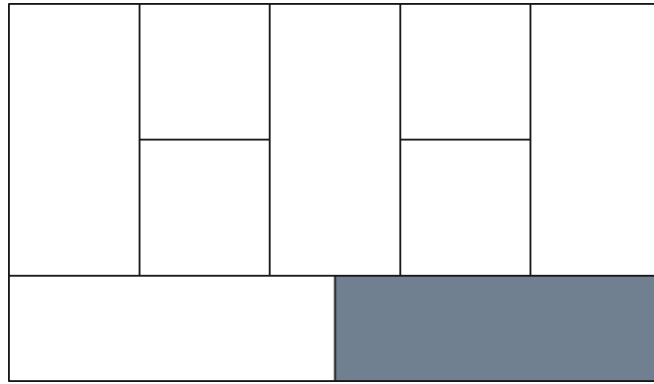
how a value proposition is  
communicated and delivered





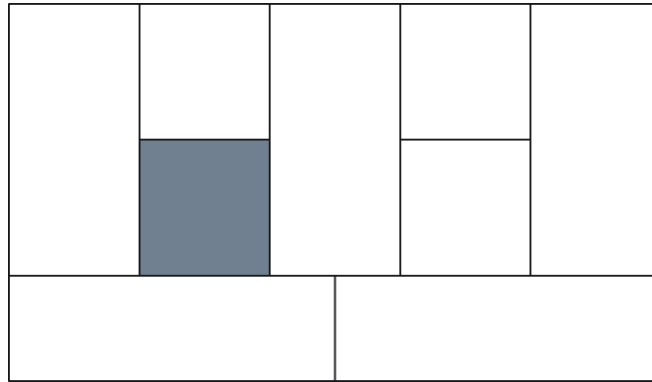
# customer relationships

how you get, keep and grow customers



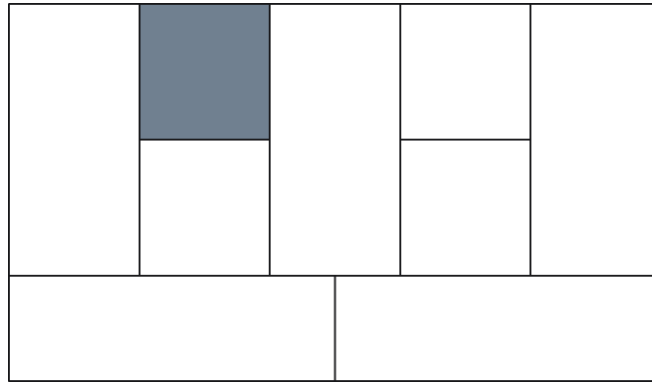
# revenue streams

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



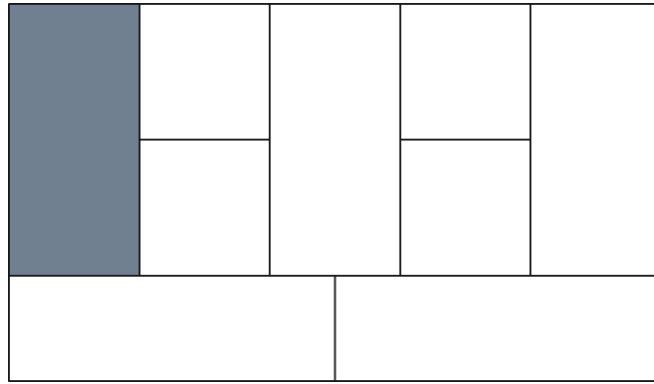
# key resources

what we need to make the business  
model work



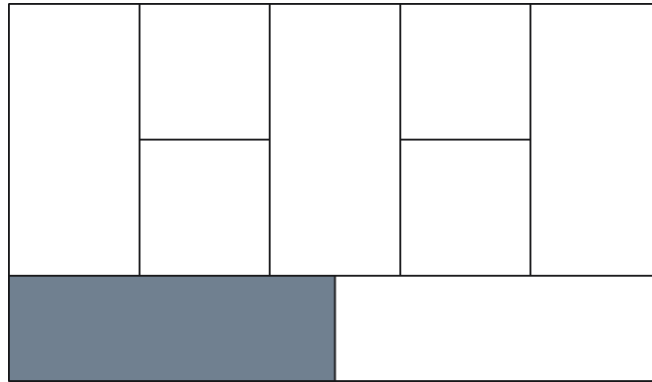
# key activities

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



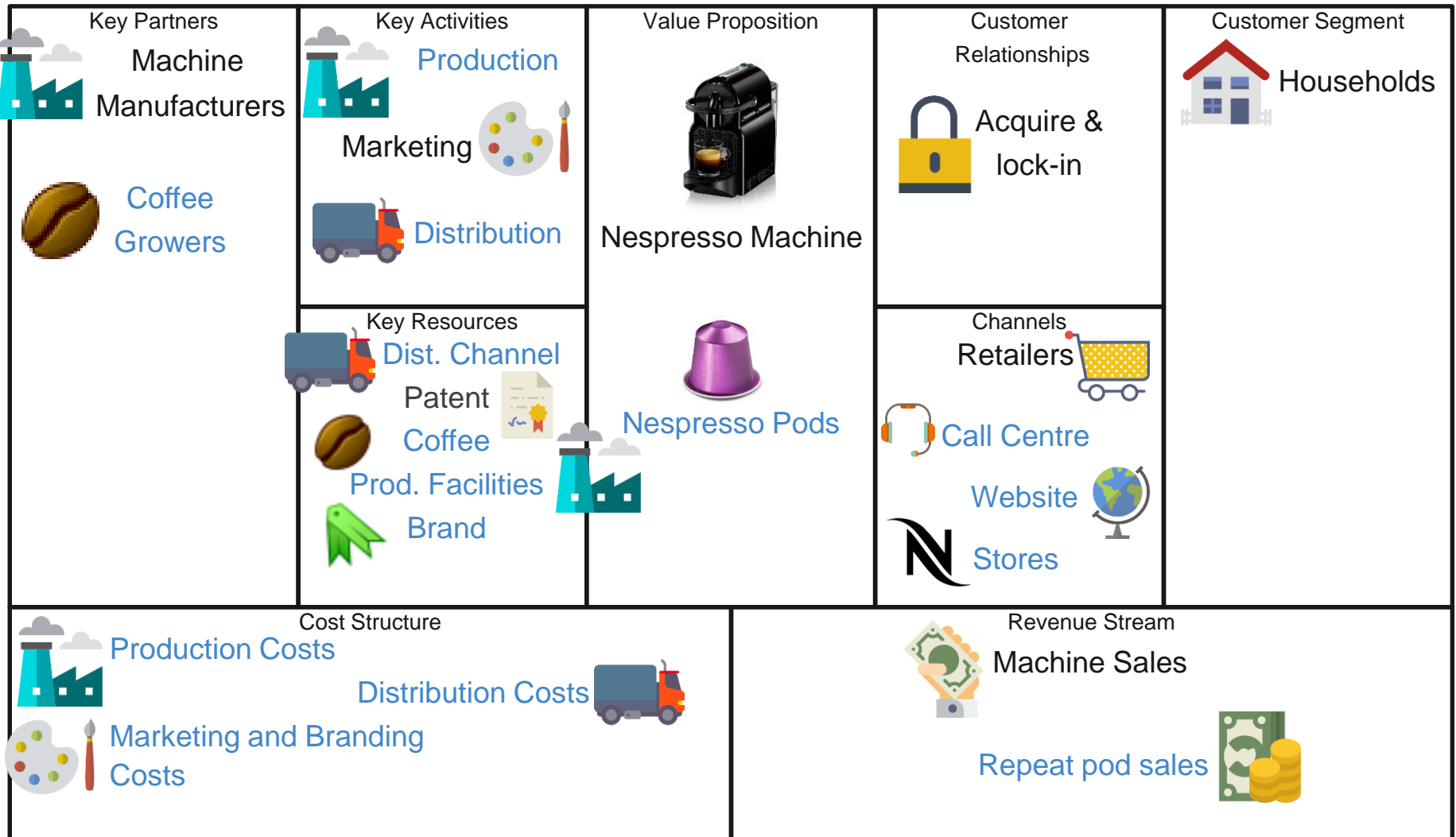
# key partners

the network of suppliers and partners  
bringing resources and activities



# cost structure

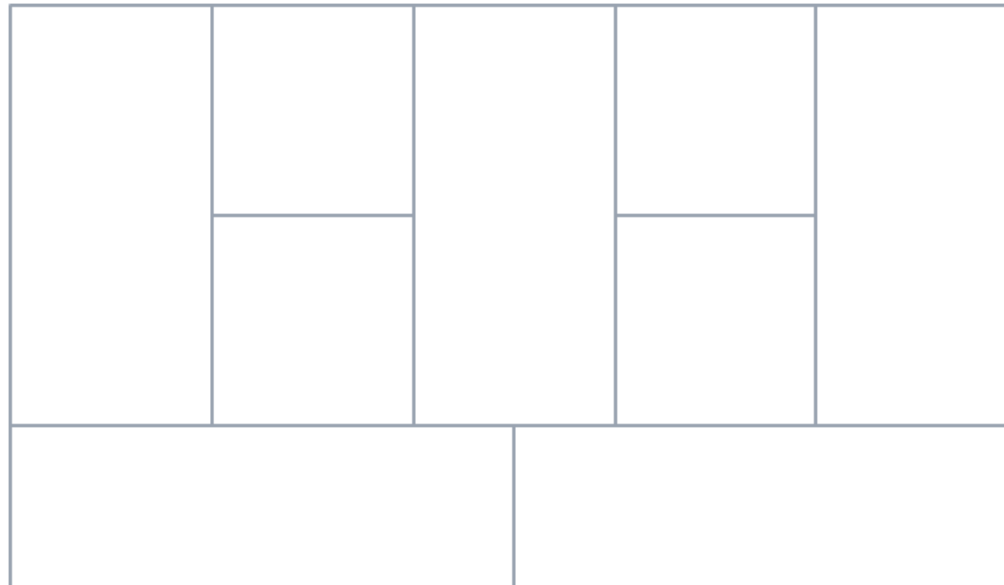
all costs incurred to operate the  
business model



# model your own

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*





# design check

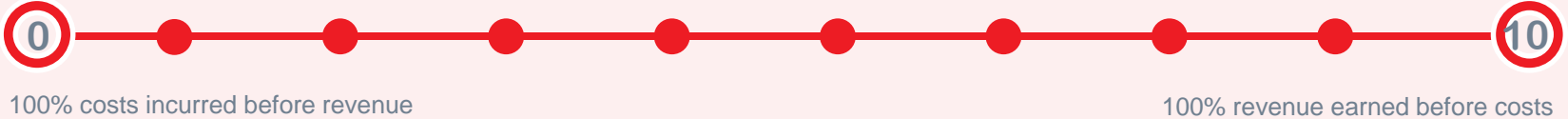
## 1. switching costs



## 2. recurring revenues



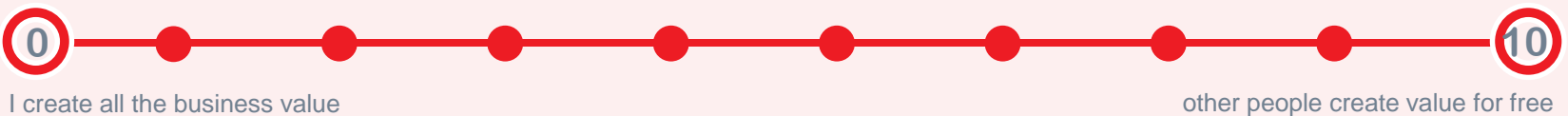
## 3. earning vs. spending



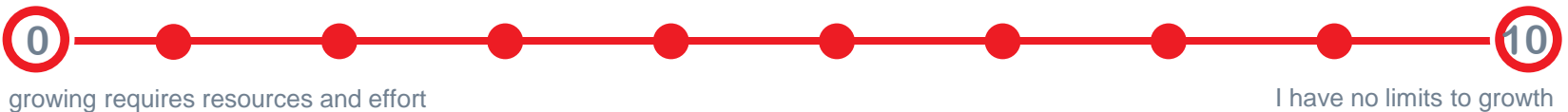
## 4. game-changing cost structure



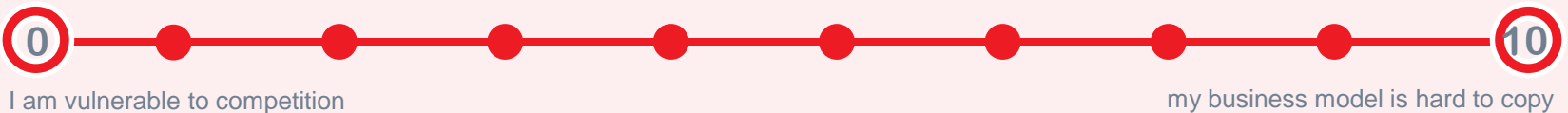
## 5. others who do the work



## 6. scalability



## 7. protection from competition



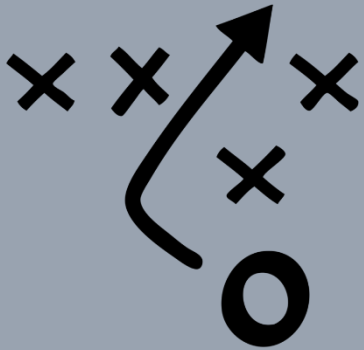
# trigger questions

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



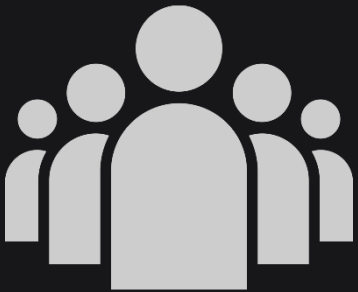
understanding  
competition



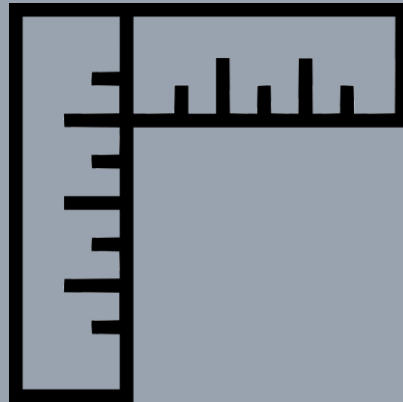
innovation



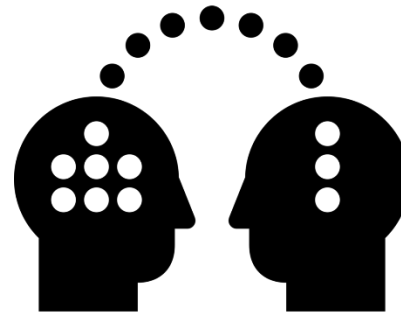
understanding  
customers



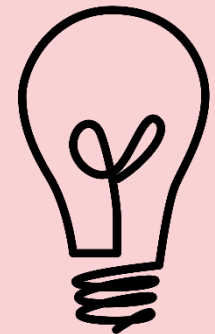
alignment



mergers &  
acquisition



new idea  
template



# thank you



@doyle\_angie

@agilityIQ

@iqbusiness

# The Business Model Canvas

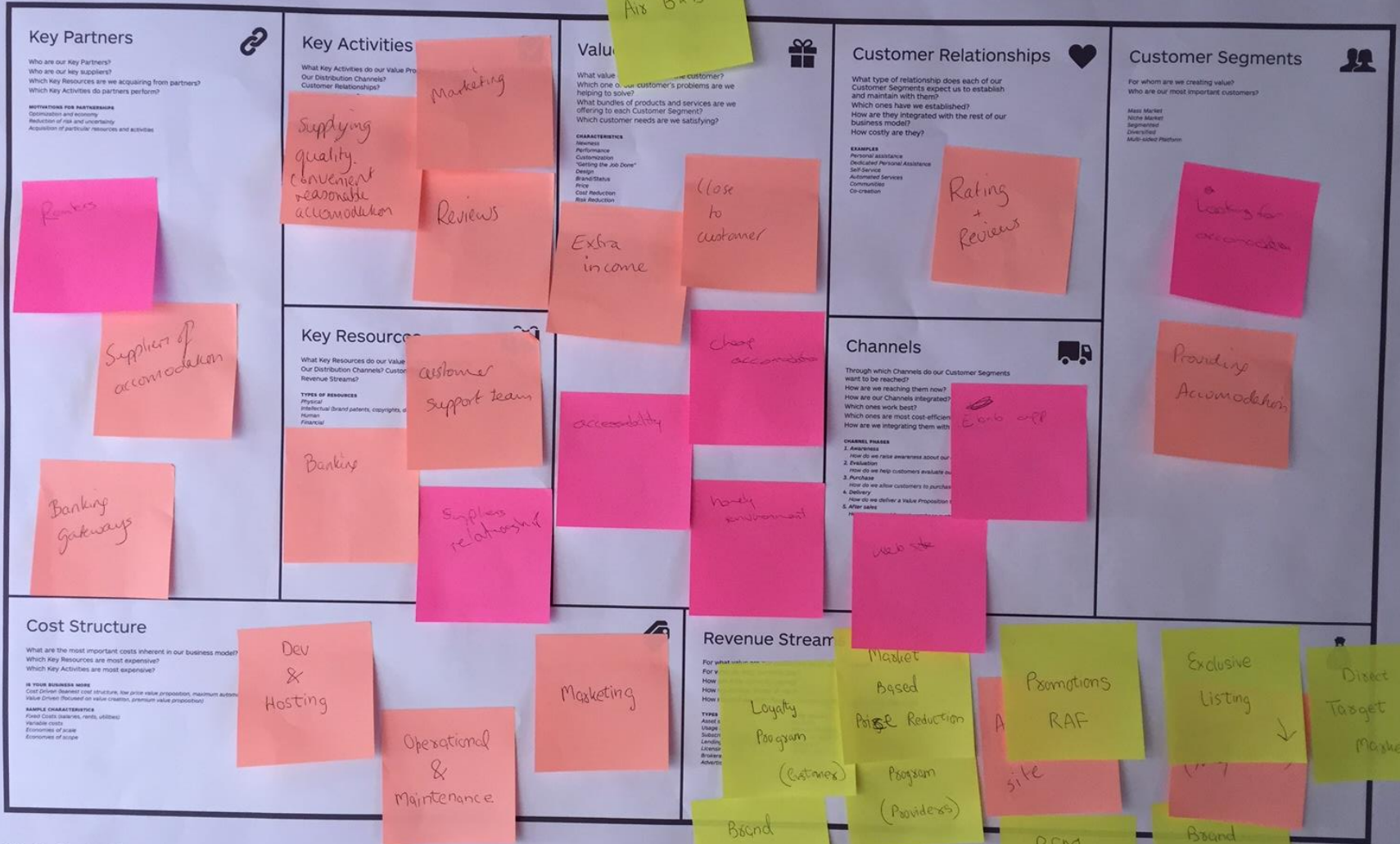
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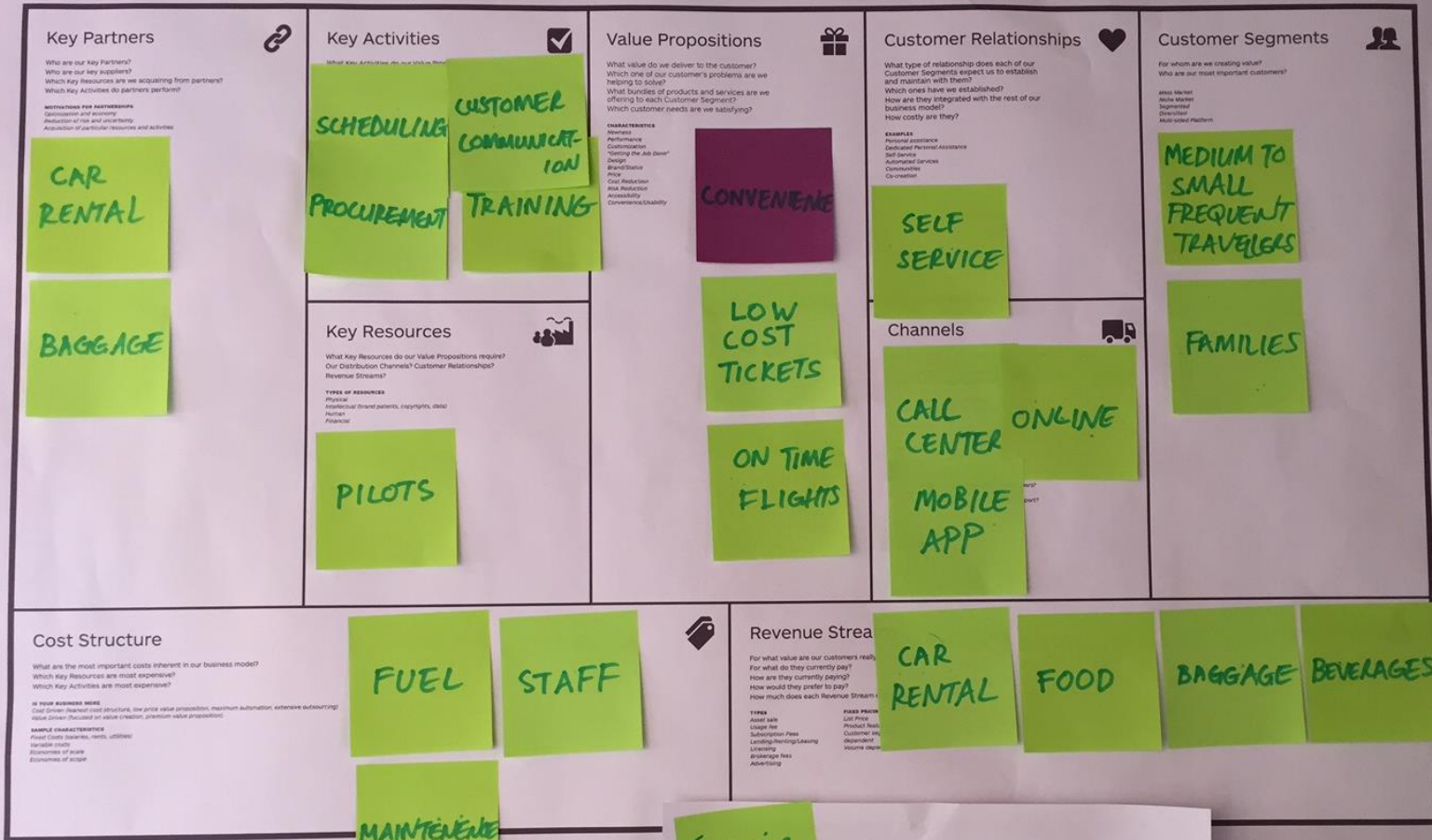
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Campaign via Facebook

Timeline on Facebook

Free Meals.

Free Parking.

Promotion. TICKET

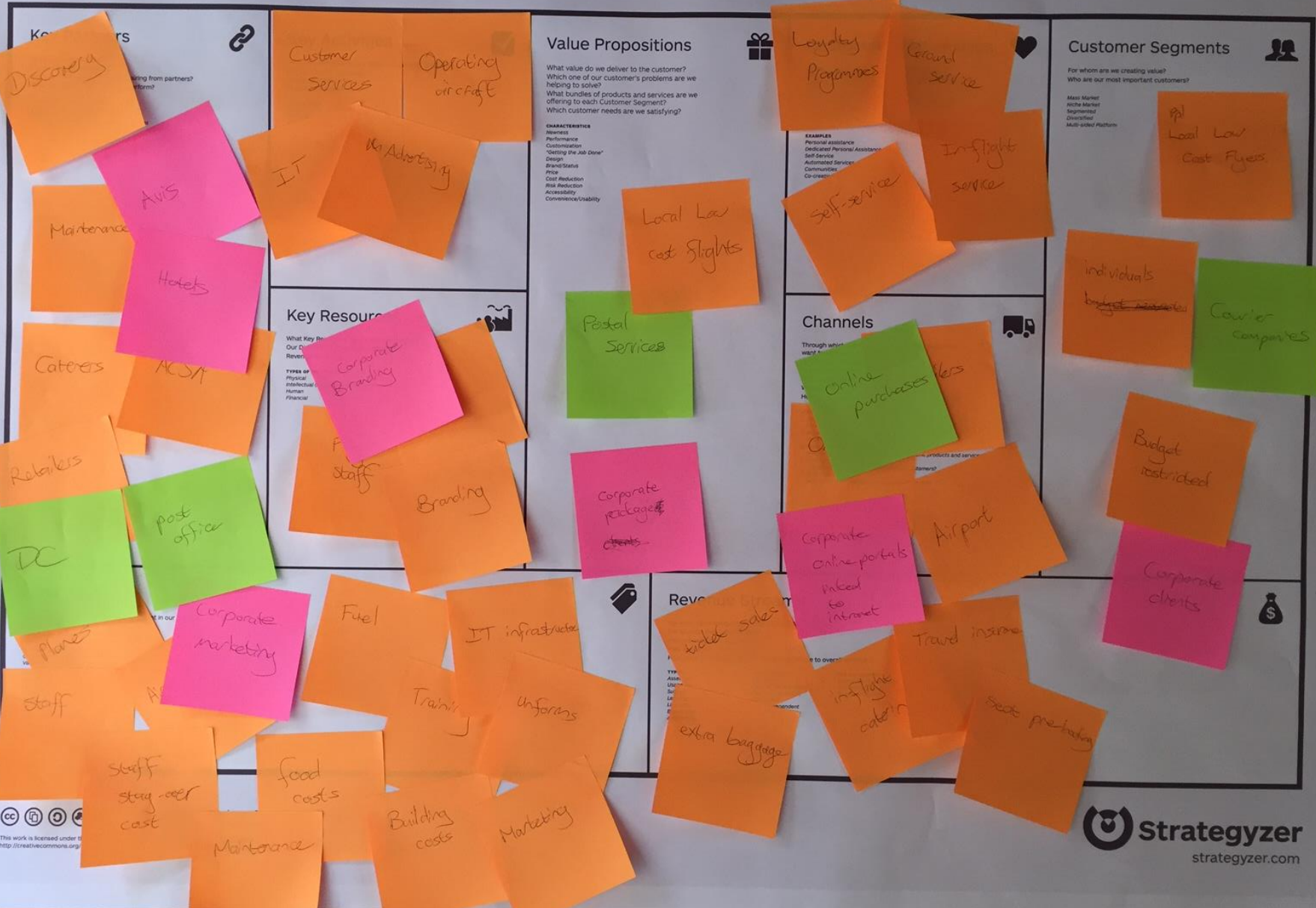
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Low Cost  
Airline

## Key Partners

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

**MOTIVATIONS FOR PARTNERSHIPS**  
Optimization and economy  
Reduction of risk and uncertainty  
Acquisition of particular resources and activities

travel agents  
(Car Rental with customer)  
Hotels  
Air Staff  
Discos

## Key Activities

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

**EXAMPLES**  
Production  
Problem Solving  
Platform/Network

Maintenance  
Market  
Quick turn around times  
Online check-in

## 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

Pilots  
Aircrafts  
Fuel Efficiency

## 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

low Cost per ticket  
"Package deals"  
"one stop shop"  
on time  
"on schedule"

## 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  
Dedicated Personal Assistance  
Self-service  
Automated Services  
Communities  
Co-creation

on line  
Automated  
"Impersonal"

## 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  
2. Evaluation  
3. Purchase  
4. Delivery  
5. After sales  
How do we provide post-purchase customer support?

Online  
SMS

## Customer Segments

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

**EXAMPLES**  
Mass Market  
Niche Market  
Segmented  
Diversified  
Multi-sided Platform

1 day business travellers  
Leisure travellers  
Family travellers (leisure)

## Cost Structure

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

**IS YOUR BUSINESS MODEL**  
Cost Driven (lowest cost structure, low price value proposition, maximum automation, extensive outsourcing)  
Value Driven (focused on value creation, premium value proposition)

**SAMPLE CHARACTERISTICS**  
Fixed Costs (salaries, rents, utilities)  
Variable Costs  
Economies of Scale  
Economies of Scope

Maintenance of fleet  
Regulatory  
Staff Costs

## Revenue Streams

For what value are our customers 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 revenues?

**TYPES**  
Asset sale  
Lump sum  
Subscription Fees  
Licensing/Intellectual Property  
Licensing  
Brokerage fees  
Advertising

**FIXED PRICES**  
List Price  
Product feature dependent  
Customer segment dependent  
Volume dependent

**DYNAMIC PRICES**  
Negotiation/Bartering  
Real Time Market

Online ticket sales  
V.A.S  
Ride back from partners

## Revenue Streams

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**TYPES**  
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Advertising

**FIXED PRICES**  
List Price  
Product feature dependent  
Customer segment dependent  
Volume dependent

**DYNAMIC PRICES**  
Negotiation/Bartering  
Real Time Market

Corporate package - buy package upfront for 5 flights per month - pay upfront.  
Partner Loyalty Rewards  
Free lounge  
Star advertising space on airplane, outside, inside guaranteed tickets, magazine  
discount on next flight booking



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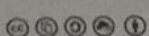
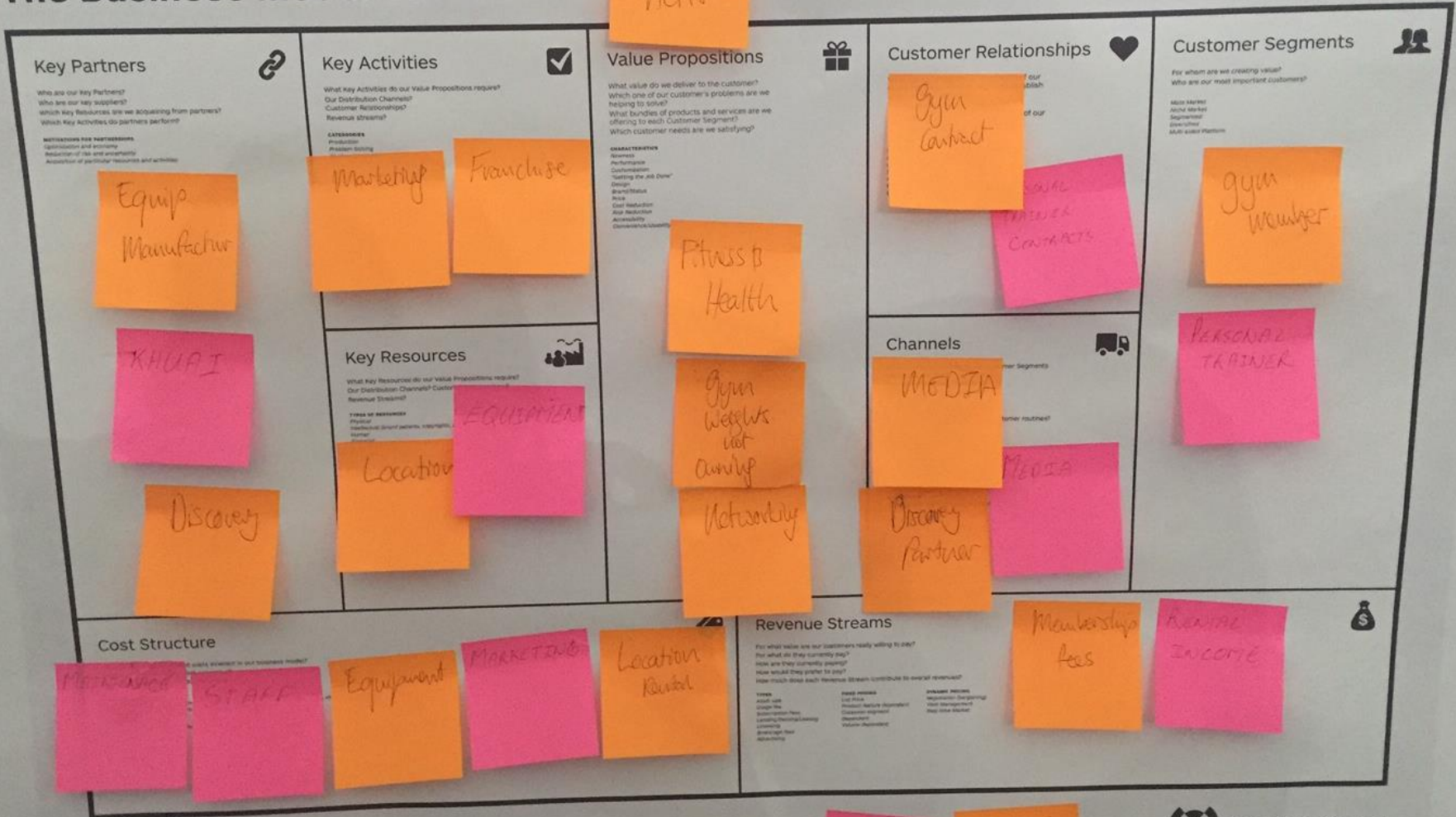
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Virgin  
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Joint Brand marketing

Sponsor's Free Gym fees

6-12 free members???

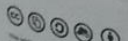
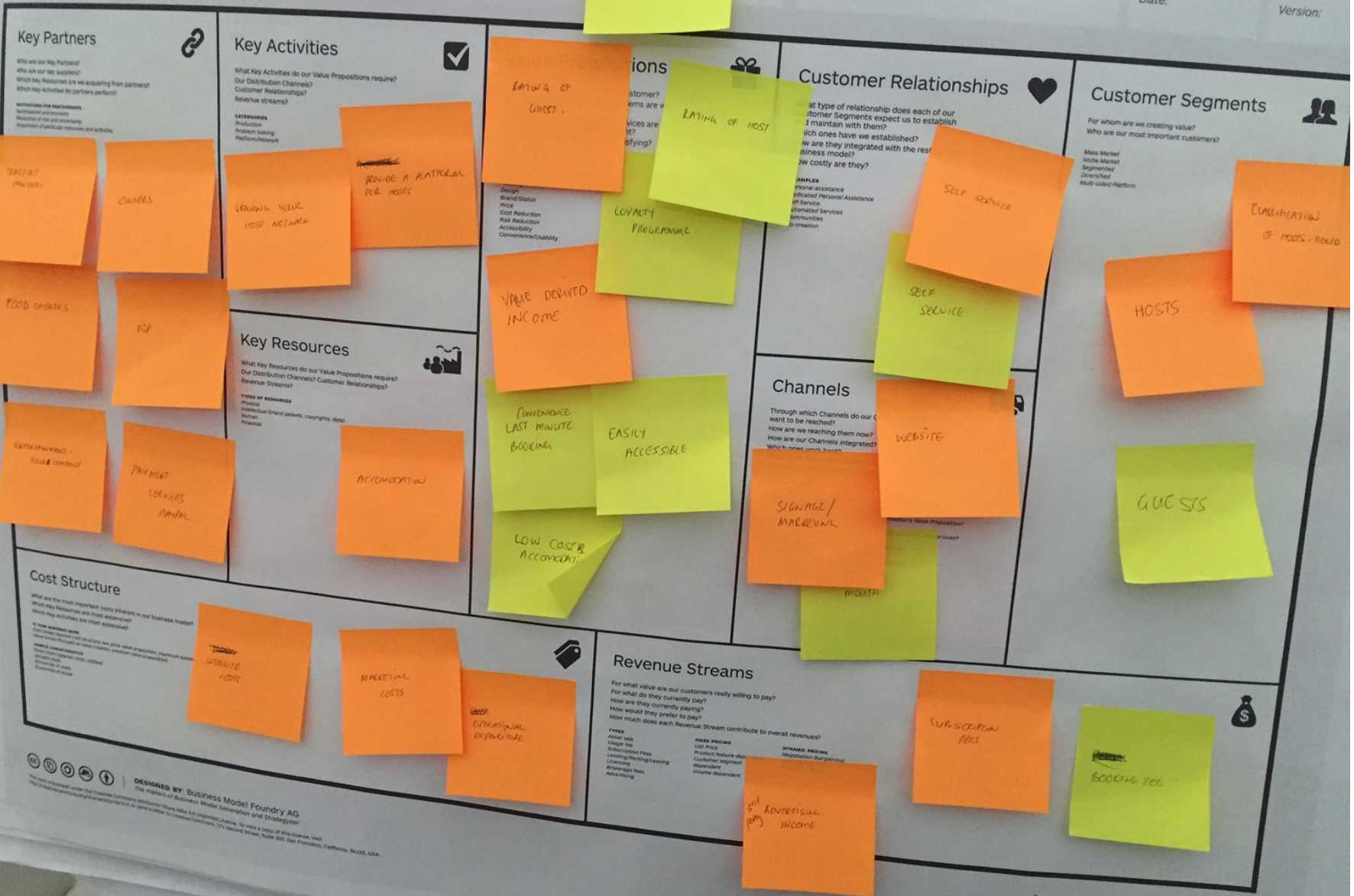
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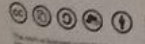
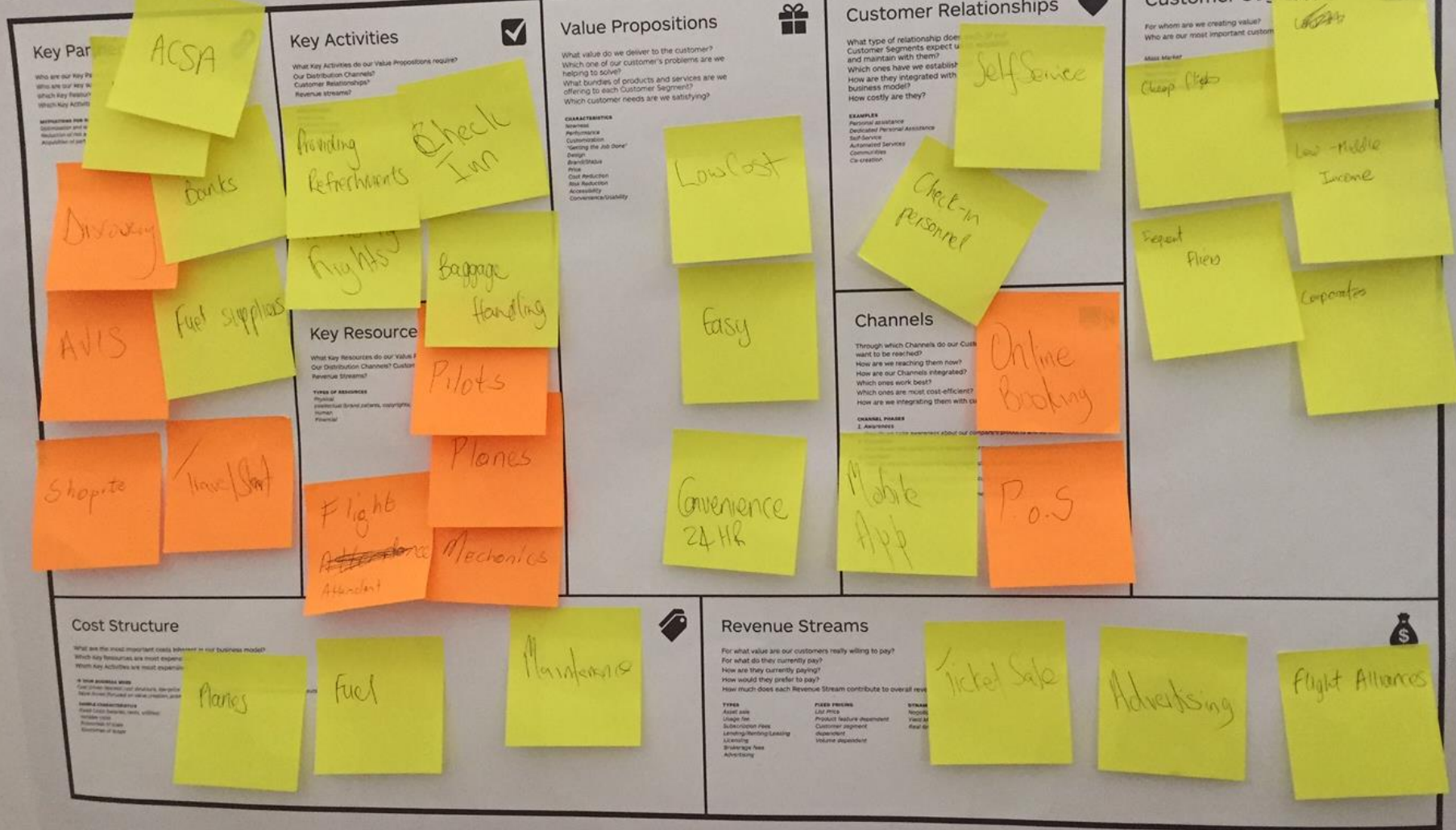


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