**The Business Model Canvas**

The Business Model Canvas reflects systematically on your business model, so you’re freely to map each of its elements to your real business components. (That also means you don’t have to define or enter all of them). The following list and questions will help you brainstorm the precise idea for your next business model innovation.

1. **Customer Segment (CS)- A organization serves one or several Customer segments, groups of people or organizations the enterprise aims to reach and serve.**
   1. Which segments are you creating value for?
   2. Who are your most important customers?
2. **Value Proposition- It seeks to solve customer problems and satisfy customer needs with a value proposition of building blocks of products or services creating value for a specific CS.**
   1. What core value do you deliver to the customer?
   2. Which customer needs are you satisfying?
   3. List of elements possible: Newness; Performance; Customization; Getting the Job Done; Design; Brand/Status; Price; Cost reduction; Risk Reduction; Accessibility; Convenience/Usability
3. **Distribution Channel- Value propositions are delivered to customers through communication, distribution, and sales Channels.**
   1. Through which channels that your customers want to be reached?
   2. Which channels work best? How much do they cost? How can they be integrated into your and your customers’ routines?
   3. Channel; Phases- Awareness; Consideration; Evaluation; Purchase; Delivery; After Sales
4. **Customer Relationship- Customer relationships are established and maintained for each customer segment**
   1. What relationship that the target customer expects you to establish?
   2. How can you integrate that into your business in terms of cost and format?
   3. Types expected- Personal assistance; Dedicated Personal assistance; Self-service; Automated services; Communities; Co-Creation
5. **Revenue Stream- Revenue Streams result from value propositions successfully offered to customers**
   1. For what value are your customers willing to pay?
   2. What and how do they recently pay? How would they prefer to pay?
   3. How much does every revenue stream contribute to the overall revenues?
   4. Types- Asset sale; Usage fees; Subscription fees; Lending / renting/ Leasing; Licensing/Franchising
   5. Mechanisms- List price; Product feature dependent; Customer segment dependent; volume dependent; Bargaining/negotiation; Yield management; real time market; auctions
6. **Key Resources- Key Resources are the assets required to offer and deliver the previously described elements**
   1. What key resources does your value proposition require?
   2. What resources are important the most in distribution channels, customer relationships, revenue stream…?
   3. Types- Physical; Intellectual; Human; Financial
7. **Key activities- KRs performing a number of Key Activities to make the business model work.**
   1. What key activities does your value proposition require?
   2. What activities are important the most in distribution channels, customer relationships, revenue stream…?
   3. Production; Problem Solving; Platform/Network
8. **Key partners- Some resources and activities are outsourced or acquired outside the enterprise**
   1. Who are your key partners/suppliers?
   2. What are the motivations for the partnerships?
9. **Cost Structure- These business model elements result in the cost structure**
   1. What are the most cost in your business?
   2. Which key resources/ activities are most expensive?
   3. Type- Cost driven; Value driven; Fixed costs; variable costs; economies of scale; economies of scope

Note: Business Model Generation; Alexander Osterwalder