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BUSINESS MODEL CANVAS

PRESENTATION



What is the Business Model Canvas?


The Business Model Canvas describes in concrete terms how an organisation creates value*, delivers it and how it makes money from it.

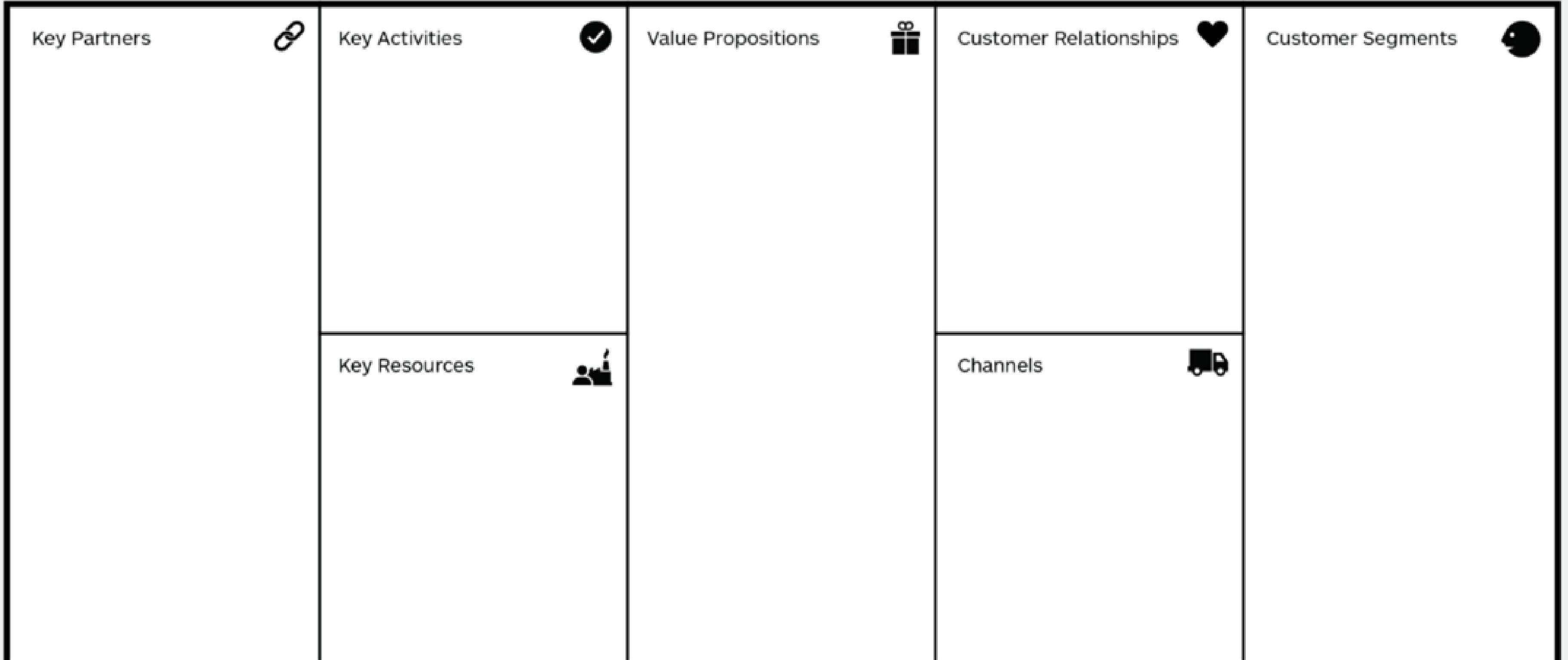
value* = product



How do you describe a Business Model?

You can describe a Business Model in a Business Model Canvas, using 9 blocks to map out your complete business.





this is what it looks like

What do you use the Business Model Canvas for?

You use the Business Model Canvas to map out your entire business.

It is also easier to talk to stakeholders about your business if you can present it on a canvas

Why fill out the BMC?

The BMC helps companies to understand their business. By using 9 blocks, you have concrete insight in the most important parts in your business. The BMC helps stakeholders to understand your business in an easy way.


How do you read a Business Model Canvas?

- 1 customer segments
- 2 value proposition
- 3 channels
- 4 customer relationships

- 5 revenue stream
- 6 core resources
- 7 core activities
- 8 key partners
- 9 cost structure


1 customer segments

Customer segments describe the different people or organizations that your company wants to reach and serve. They are your target groups.



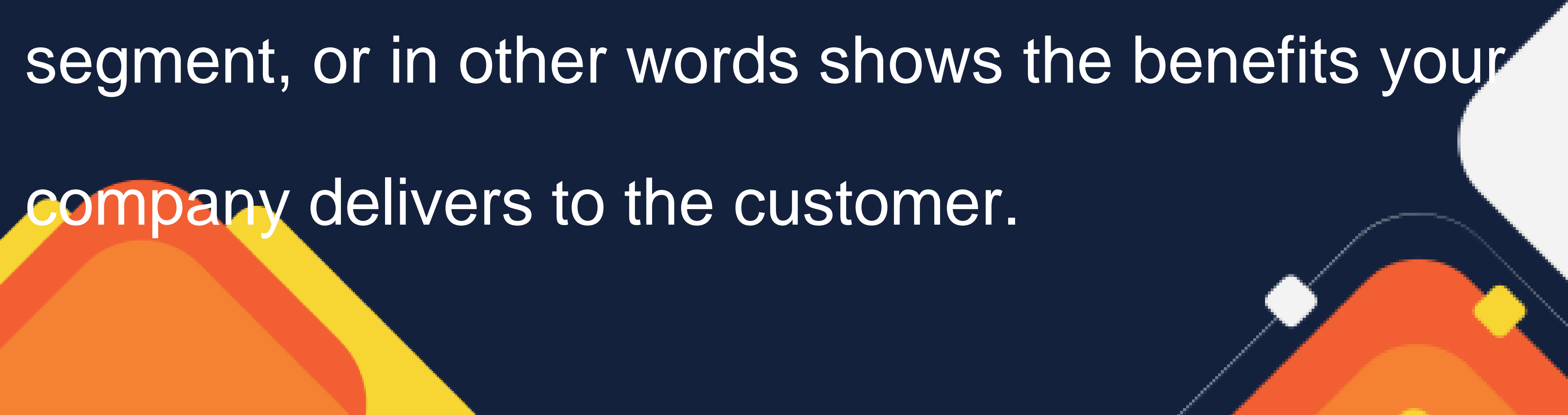
1 customer segments

They can be defined by age, gender, family status, employment, digital awareness, habits, routines, preferences.



2 value proposition

The value proposition block describes how a product creates value for a specific customer segment, or in other words shows the benefits your company delivers to the customer.



2 value proposition


There are many types of value propositions you can

offer:

- newness
- performance
- get the job done
- design
- price
- brand/status
- costs
- accessibility
- convenience/usability

3 channels

The channels describe the way a company communicates with the customers and how it actually delivers the value proposition.

- **your own channels:** in-house sales, own website/e shop, own shop
 - **indirect channels:** you sell your products in a supermarket, in a chainstore's shelf, via a partner's website
 - **hybrid, combining both options:** may sound impressive, but it costs.
- 

4 customer relationships

There are several types of relationships you can have with the customer:

Personal assistant: the customer can have contact with a person, this can be through call centers, email or perhaps on location.

Own personal assistant: one or more people in your company are assigned to a specific customer. This is the most in-depth customer relationship you can have and usually involves a longer period of time.

4 customer relationships

Self-service: ensuring that customers can help themselves.

Automated service: automated processes that ensure the customer is helped.



5 revenue stream

A revenue stream occurs when the value proposition is successfully delivered to the **customer**. This, in simple words, means how the customer pays you for your product or service.

- Hourly rate
- Transaction
- Subscription
- Advertising
- Rental
- Consumption
- Production
- Freemium

6 core/key resources

physical: facilities, buildings, vehicles, machines, systems, point-of-sales

Intellectual Property: software, copyrights, customer databases

human: scientists, experts, skilled salespeople

7 core/key activities

production: designing, manufacturing, and delivering a product in substantial quantities and/or of superior quality.

problem solving: coming up with new solutions to individual customer problems. The operations of consultancies, hospitals, and other service organizations are typically dominated by problem-solving activities.

platform-network: activities in this category relate to platform management, service provisioning, and platform promotion eg E-Bay, Visa credit card transaction platform.

8 key partners

describes the network of suppliers and partners that make the business model work.

this can be:

a partnership to reduce costs, because a company simply cannot produce all the resources itself;

it is a buyer-supplier partnership

a partnership with a competitor to cooperate in the formation of a patent, or a novelty but each one will try to sell their own product in the market.

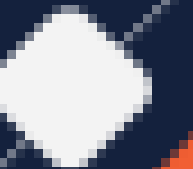
9 cost structure

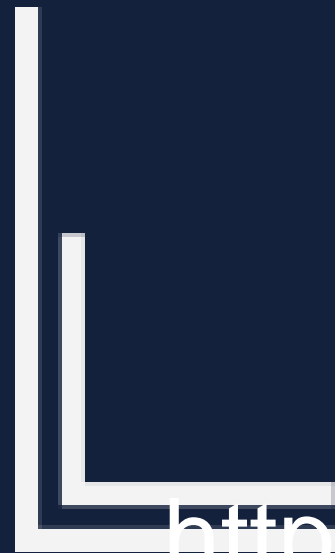
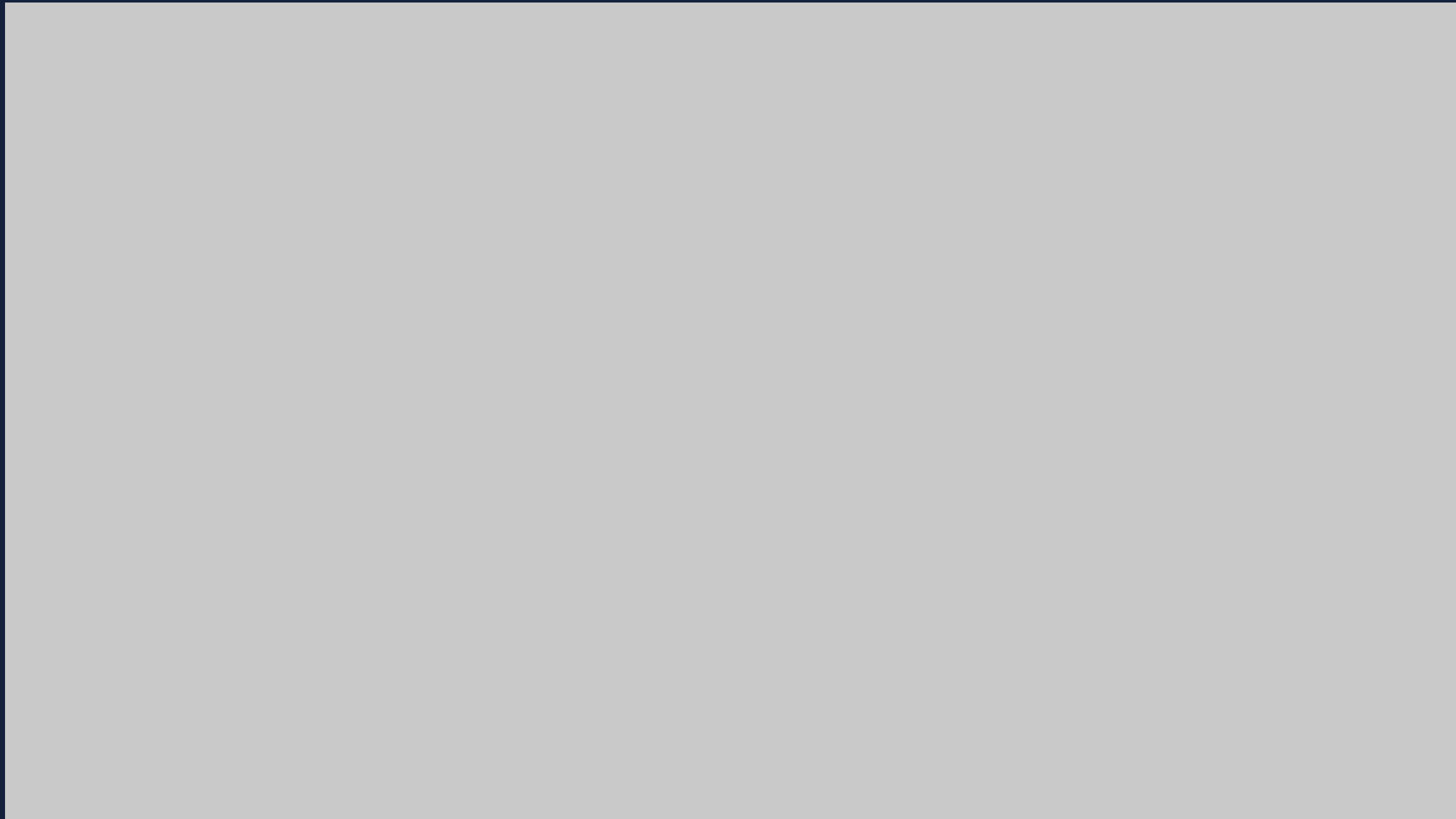
All costs in a business model that are necessary to keep the business running fall into the cost

structure: costs that are always the same regardless of the volume of products or services.

fixed costs: costs that are related to the volume in which products or services are delivered.

variable costs: cost advantages a company gains from having a large scope of activities.





<https://www.youtube.com/watch?v=QoAOzMTLP>

Business: *McDonalds*

Date: *01/01/2021*



Key Partners

Suppliers

Delivery providers



Key Activities

In-store sales

Franchisees management



Value Proposition

Cheap and quick food and service with consistent quality from a trusted brand.

Become a successful entrepreneur and have more profit through the McDonald's brand name.



Customer Relationships

Customer Service

Social Media



Customer Segments

Buyers

Franchisees



Key Resources

Brand

Real estate



Channels

Website + App

Stores



Cost Structure

Marketing

Administration

Salaries

Operations



Revenue Streams


Meal sales

License fee

Royalties

Rent fee

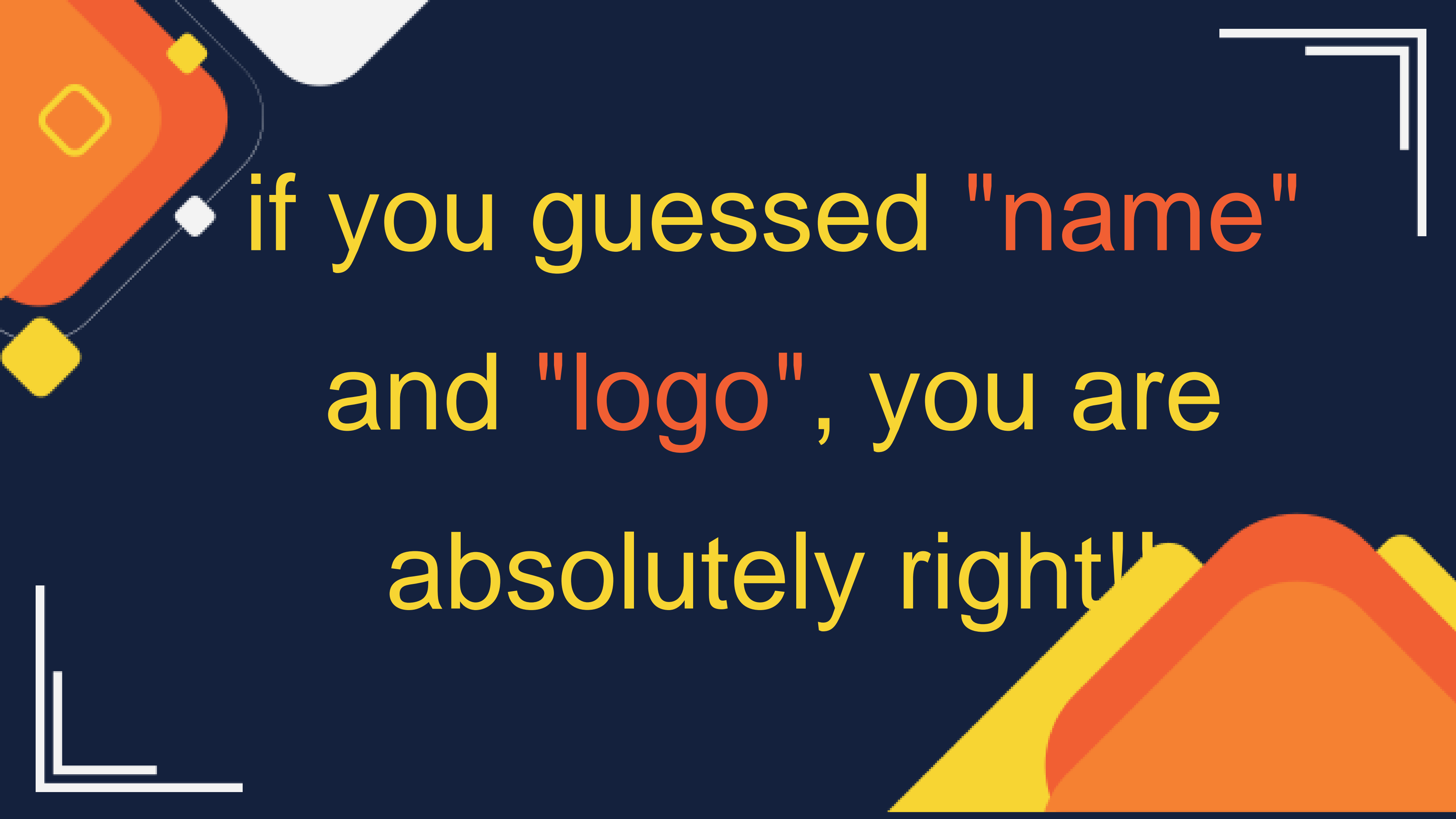
<https://www.youtube.com/watch?v=QoAOzMTLr5s>



However there are 2 elements
missing from our business model
canvas.

Can you guess what these are?





if you guessed "name"
and "logo", you are
absolutely right!

Your company should have a catchy name and an equally catchy logo:





BUSINESS MODEL CANVAS

thank you!!

