



Business Model Canvas

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architects
for business
& ict

ae



THE BASIC MODEL

Business Model Generation

WRITTEN BY

WRITTEN BY
Illustrated by [illegible]
EDITED BY

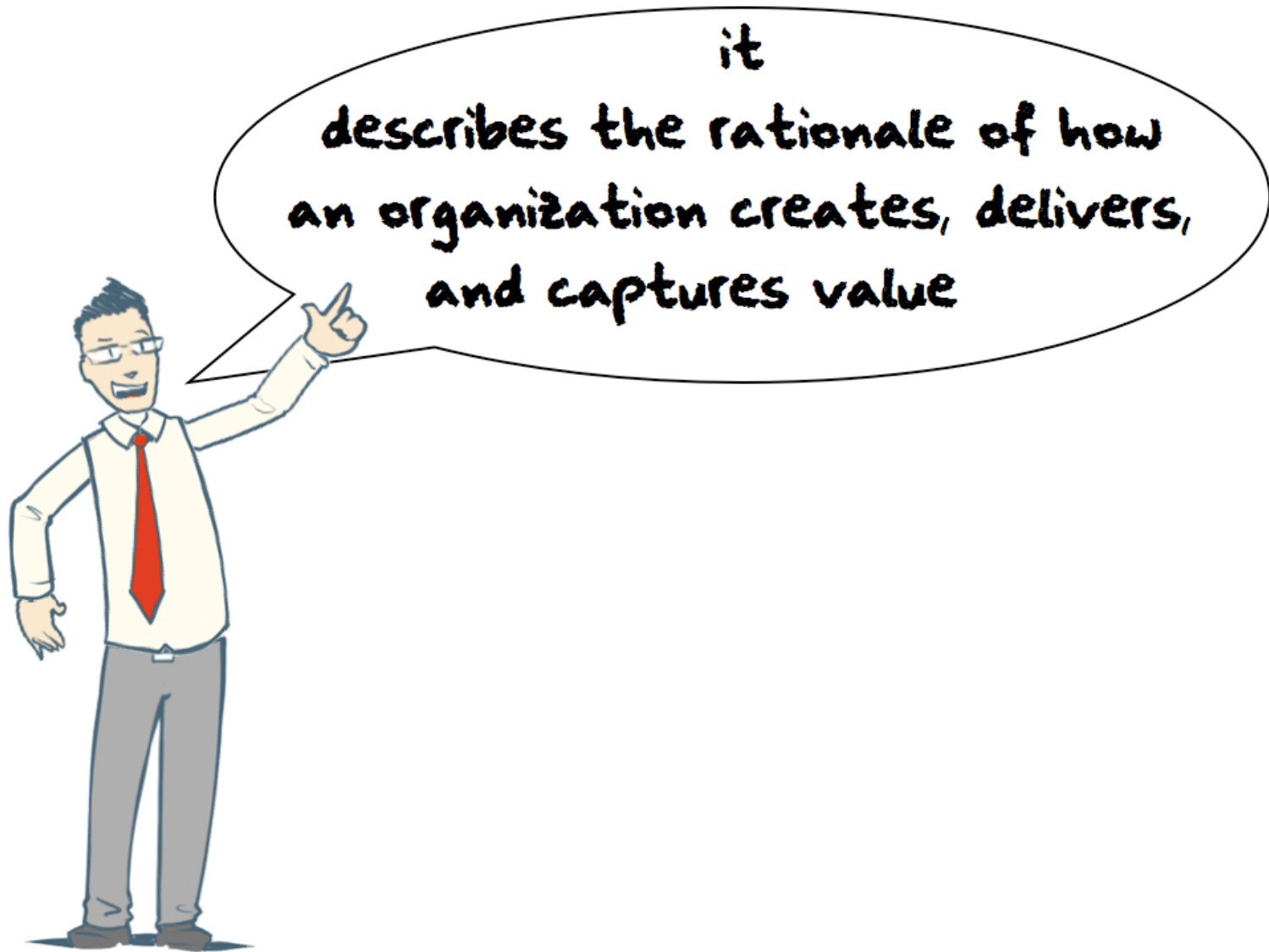
CO-CREATED BY

CO-CREATED BY
An exciting crowd of 470 participants has all agreed

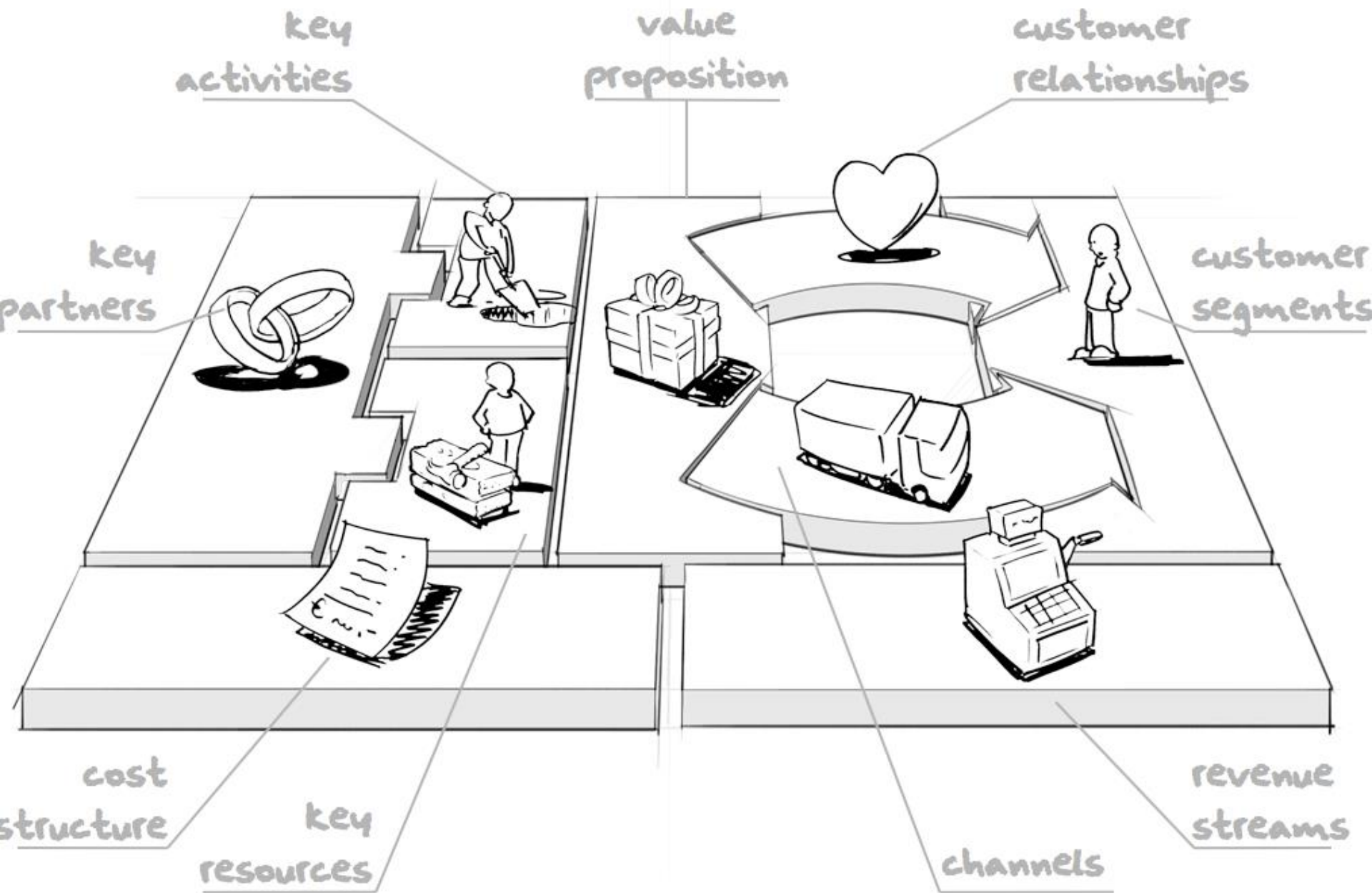
DESIGNED BY

DESIGNED BY
New York The Museum





[source: www.alexosterwalder.com]



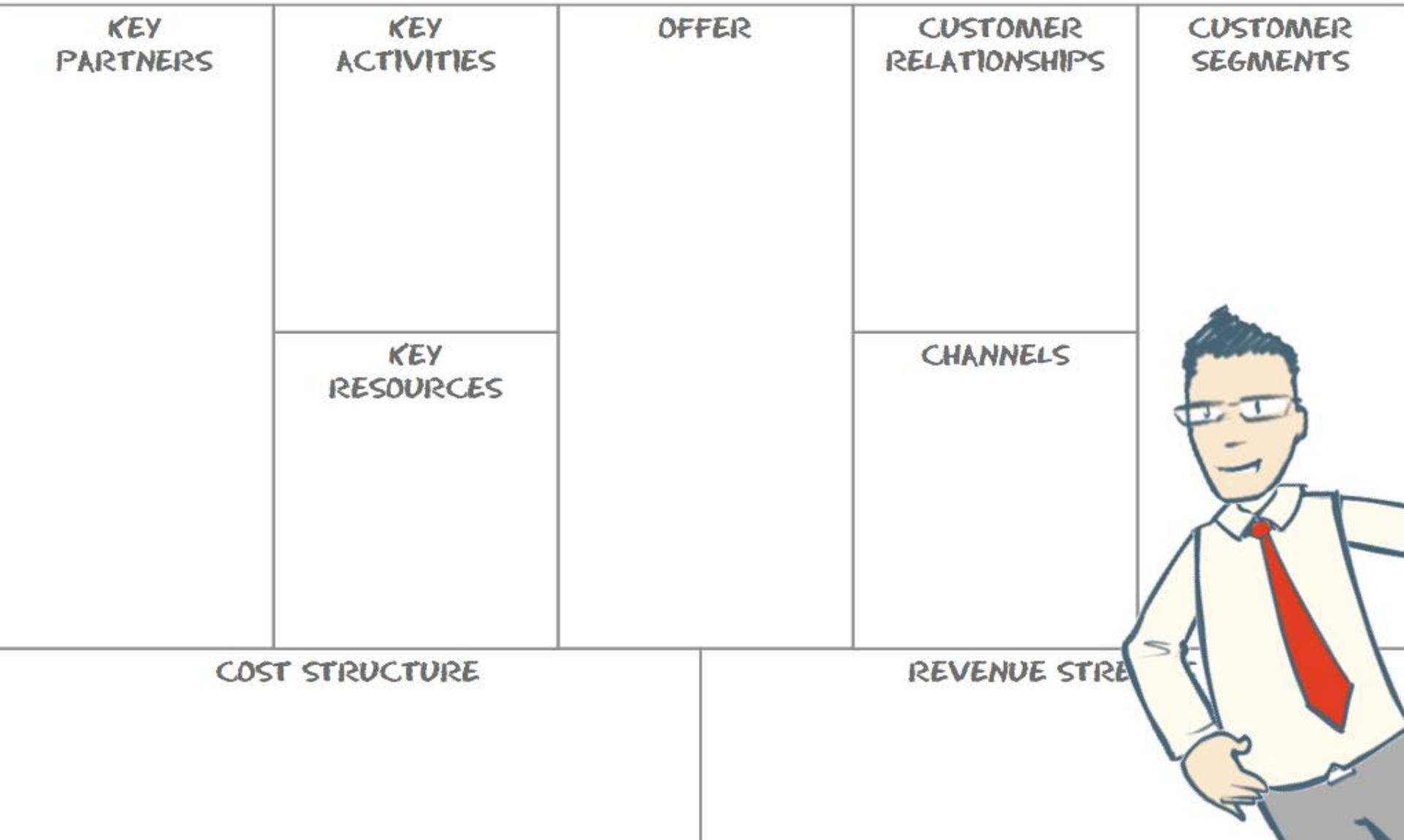
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The Business Model Canvas in 2 minutes:



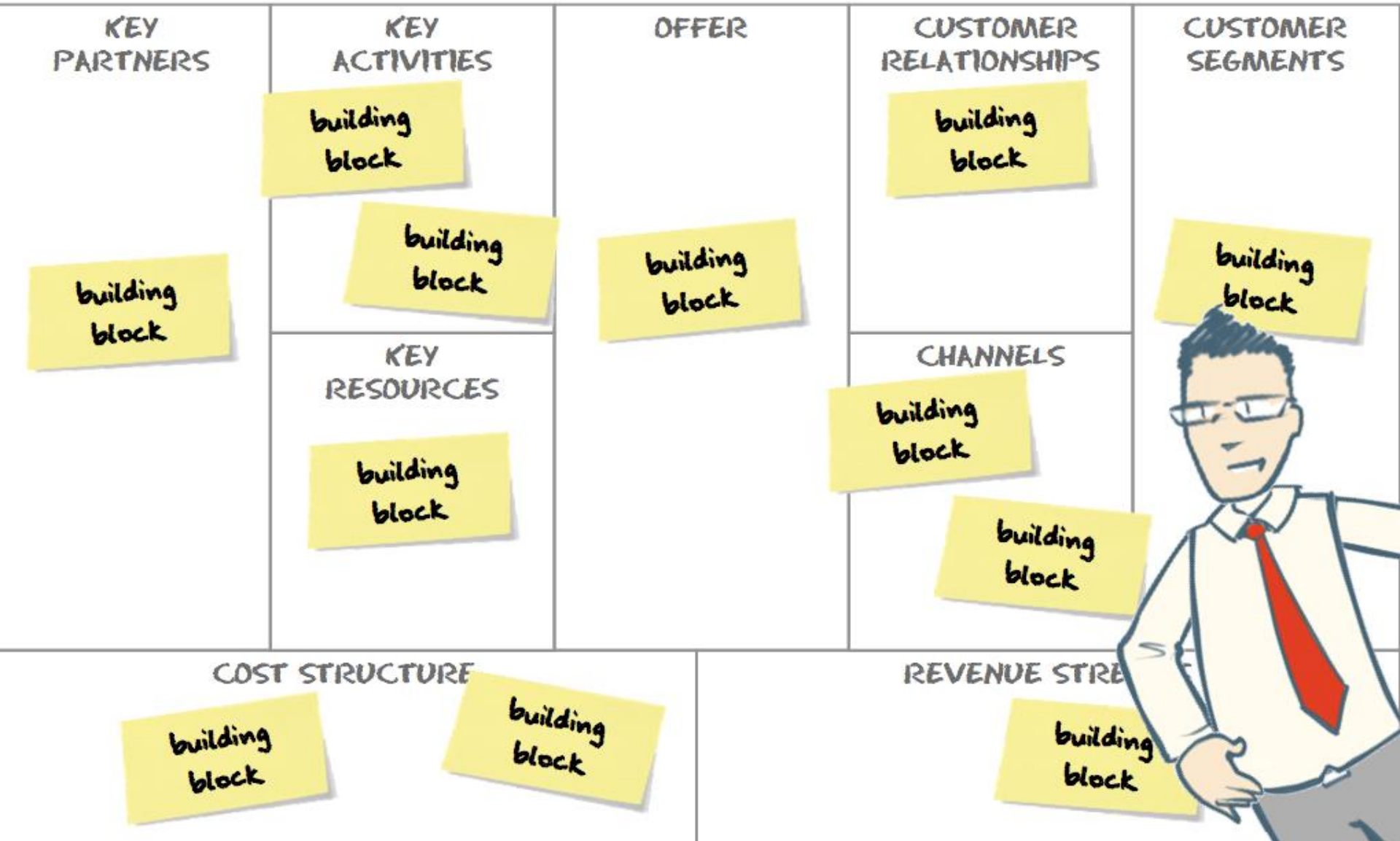
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THE BUSINESS MODEL CANVAS



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THE BUSINESS MODEL CANVAS



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STRATEGIC PARTNERS



KEY ACTIVITIES



KEY RESOURCES



VALUE PROPOSITION



CUSTOMER RELATIONSHIP



CUSTOMER SEGMENT



DISTRIBUTION CHANNELS



COST



REVENUES



[source: www.alexosterwalder.com]



LET'S PLAY



MILLION MEMBERS



IF LINKEDIN WERE A COUNTRY

It would have the **5th largest** population in the world...

The Business Model Canvas

Designed for:

Designed by:

On: Day Month Year

Iteration: No.

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?

Key Partners
To help us achieve our
Value Propositions
To reduce our costs
To acquire new channels
To acquire new customers

Key Activities



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

Key Activities
To help us achieve our
Value Propositions
To reduce our costs
To acquire new channels
To acquire new customers

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?

Value Propositions
To help us achieve our
Value Propositions
To reduce our costs
To acquire new channels
To acquire new customers

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?

Customer Relationships
To help us achieve our
Value Propositions
To reduce our costs
To acquire new channels
To acquire new customers

Customer Segments



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

Customer Segments
To help us achieve our
Value Propositions
To reduce our costs
To acquire new channels
To acquire new customers

Key Resources



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

Key Resources
To help us achieve our
Value Propositions
To reduce our costs
To acquire new channels
To acquire new customers

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?

Channels
To help us achieve our
Value Propositions
To reduce our costs
To acquire new channels
To acquire new customers

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?

Cost Structure
To help us achieve our
Value Propositions
To reduce our costs
To acquire new channels
To acquire new customers

Cost Structure
To help us achieve our
Value Propositions
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Revenue Streams

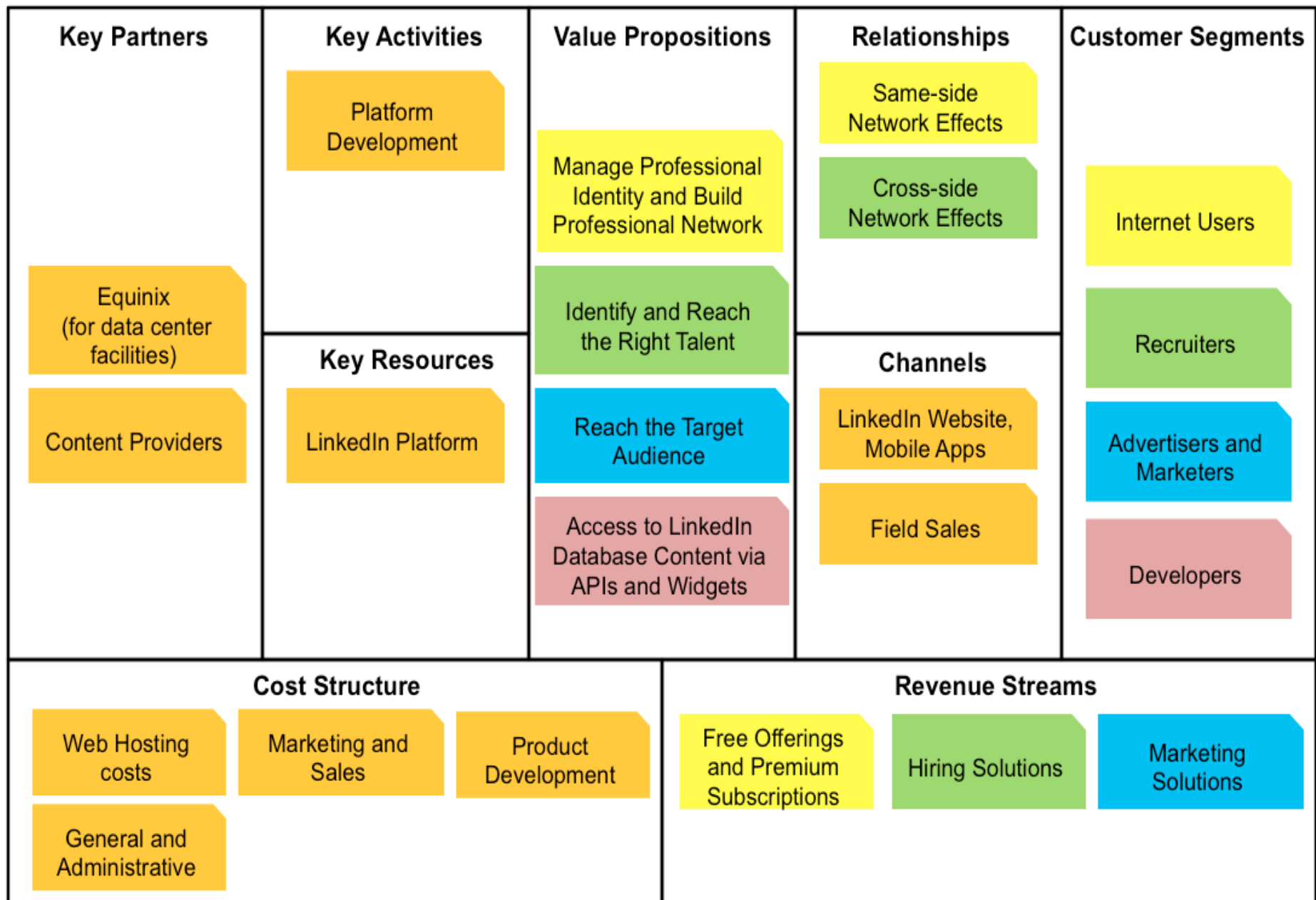


For what value are our customers really willing to pay?
For what do they currently pay?
How are they currently paying?
How would they prefer to pay?
How much does each Revenue Stream contribute to overall revenues?

Revenue Streams
To help us achieve our
Value Propositions
To reduce our costs
To acquire new channels
To acquire new customers

Revenue Streams
To help us achieve our
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To reduce our costs
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To acquire new customers

LinkedIn – World's Largest Professional Network





USE & EXTENSIONS

The Business Model Canvas

Designed for:

Designed by:

Date:

Version:

Key Partners Wie zijn je partners?	Key Activities Wat doe je?	Value Propositions Wat bied je aan?	Customer Relationships Hoe hou je contact met je klanten?	Customer Segments Wie zijn je klanten?
	Key Resources Wat heb je nodig?		Channels Hoe bereik je je Klanten?	
Cost Structure Wat zijn je belangrijkste kosten?		Revenue Streams Waaruit haal je je inkomsten?		

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Designed for:

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Date:

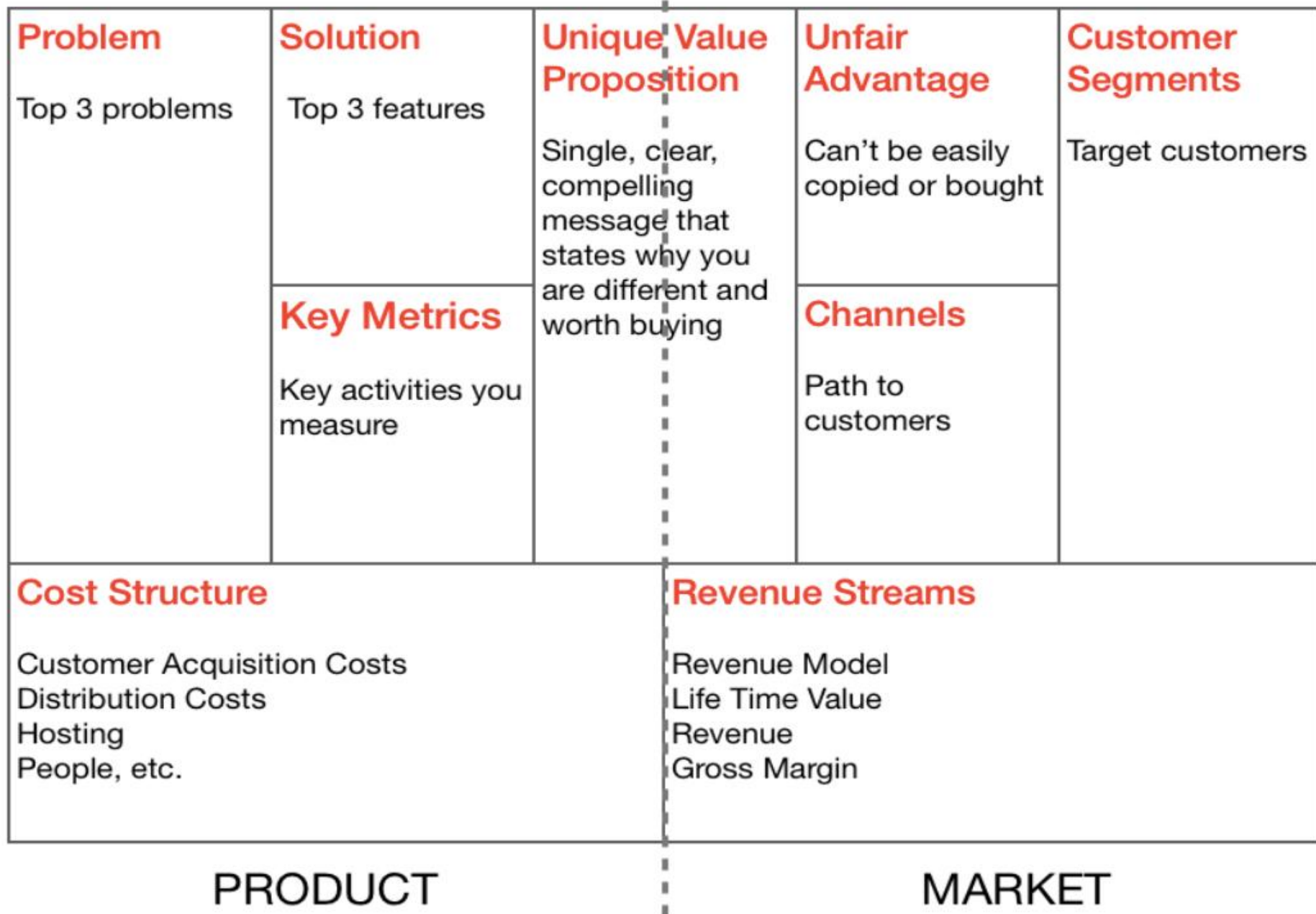
Version:

Key Activities Wat doe je? Hoe kun je meer halen uit je activiteiten?	Value Propositions Wat bied je aan? Hoe maak je het verschil?	Customer Relationships Hoe hou je contact met je klanten? Hoe kan je meer contact hebben met je klanten?	Customer Segments Wie zijn je klanten? Wie kunnen je klanten worden?
Key Resources Wat heb je nodig? Hoe benut je beter je resources?	Channels Hoe bereik je je Klanten? Hoe willen je klanten bereikt worden?		
Cost Structure Wat zijn je belangrijkste kosten? Hoe druk je je kosten?	Revenue Streams Waaruit haal je je inkomsten? Waarvoor willen je klanten betalen?		

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[source: www.flandersdc.be]



Business Model Canvas & Lego Serious Play 3D dimension



[<http://www.flandersdc.be/blog/business-model-canvas-meets-lego-serious-play/>]



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