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Undertaking,
Recycling and
Creating

Teachers training

#04. Business model Canvas



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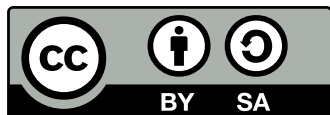
Colegio La Salle Barcelos (Portugal)

Etaireia Koinonikis Paremvasis Kai Politismou Tis Nomarchiakis Aftodioikisis Magnisias (Greece)

2o Geniko Lykeio Neas Ionias Magnisias (Greece)



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1. The need of a business model

*“If you don’t know where you are going,
any road will get you there”*

Lewis Carroll

Alice’s Adventures in Wonderland



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2. The Canvas methodology

The Business Model Canvas

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<p>Key Partners </p> <p>Who are our Key Partners? Who are our key backlogs? Which Key Resources are we acquiring from partners? Which Key Activities do partners perform?</p> <p>DEFINITIONS FOR PARTNERS Partnerships and alliances Allocation of risk and uncertainty Expansion of particular resources and activities</p>	<p>Key Activities </p> <p>What Key Activities do our Value Propositions require? Our Distribution Channels? Customer Relationships? Revenue Streams?</p> <p>CATEGORIES Production Problem Solving Platform/network</p>	<p>Value Propositions </p> <p>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?</p> <p>CATEGORIES Benefit Performance Customization "Getting the Job Done" Design Quality Risk reduction Self-Realization Accessibility Convenience/Usability</p>	<p>Customer Relationships </p> <p>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?</p> <p>CATEGORIES Personal assistance Individual Personal Assistance Self-Service Automated Services Communities Co-creation</p>	<p>Customer Segments </p> <p>For whom are we creating value? Who are our most important customers?</p> <p>Mass Market Niche Market Segmented Diversified Multi-Sided Platform</p>
<p>Key Resources </p> <p>What Key Resources do our Value Propositions require? Our Distribution Channels? Customer Relationships? Revenue Streams?</p> <p>TYPES OF RESOURCES Physical Intellectual (brand patents, copyrights, etc.) Human Financial</p>	<p>Channels </p> <p>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?</p> <p>CHANNEL TYPES A. Awareness B. Evaluation C. Purchase D. Post-purchase E. Delivery F. After sales G. How do we provide post-purchase customer support?</p>	<p>Cost Structure </p> <p>What are the most important costs inherent in our business model? Which Key Resources are most expensive? Which Key Activities are most expensive?</p> <p>A. Fixed expenses Cost of Sales (based on cost structure, but price value proposition, maximum automation, extensive outsourcing) Fixed Overhead (Fixed or value creation, common across propositions)</p> <p>Variable Expenses Fixed Costs (salaries, rents, utilities) Variable Costs Economies of Scale Economies of Scope</p>	<p>Revenue Streams </p> <p>For what value are our customers really willing to pay? For what do they currently pay? How would they prefer to pay? How much does each Revenue Stream contribute to overall revenues?</p> <p>Types of Revenue Fees Asset sale Usage fee Subscription Fees Licensing/Advertising/Leasing Commissions Dividend/ Royalty Advertising</p> <p>Other Revenue Licensing Product/service attachment Customer engagement dependent Volume dependent</p> <p>Revenue Models Registration (charging) Free (charging) Free (not charged) Free (one market)</p>	

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3. Build your Canvas: the big three

Partners

Value proposition

Customers

The Business Model Canvas

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<p>Key Partners</p> <p>Who are our Key Partners? Who are our key suppliers? Which Key Resources are we acquiring from partners? Which Key Activities do partners perform? DEFINITION FOR PARTNERS Relationships and contracts Allocation of risk and uncertainty Expansion of partner's resources and activities</p>	<p>Key Activities</p> <p>What Key Activities do our Value Propositions require? Our Distribution Channels? Customer Relationships? Revenue Stream? CATEGORIES Production Problem Solving Platform/network</p>	<p>Value Propositions</p> <p>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? CATEGORIES Newness Performance Customization "Getting the Job Done" Design Quality Price/Performance Risk Reduction Accessibility Convenience/Usability</p>	<p>Customer Relationships</p> <p>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? CATEGORIES Personal assistance Individual Personal Assistance Self Service Automated Services Communities Co-creation</p>	<p>Customer Segments</p> <p>For whom are we creating value? Who are our most important customers? Mass Market Niche Market Segmented Divided Multi-sided Platform</p>
<p>Key Resources</p> <p>What Key Resources do our Value Propositions require? Our Distribution Channels? Customer Relationships? Revenue Stream? TYPES OF RESOURCES Physical Intellectual (brand, patents, copyrights, etc.) Human Financial</p>	<p>Channels</p> <p>Through which Channels do our Customer Segments want to be reached? How are we reaching them now? How are we currently paying? How are they currently paying? Which ones work best? Which ones are most cost-efficient? How are we integrating them with customer routines? CHANNEL TYPES A. Direct sales B. Indirect sales C. Distribution D. Reseller E. Retailer F. Multi-tier G. Other H. Delivery I. After sales J. Other</p>	<p>Cost Structure</p> <p>What are the most important costs inherent in our business model? Which Key Resources are most expensive? Which Key Activities are most expensive? BY COST STRUCTURE Cost of Sales Fixed Costs Variable Costs Economies of Scale Economies of Scope</p>	<p>Revenue Streams</p> <p>For what value are our customers really willing to pay? For what do they currently pay? How would they prefer to pay? How much does each Revenue Stream contribute to overall revenues? BY REVENUE STREAM Transaction Fee Usage Fee Subscription Fee Licensing/Franchise Fee Advertising A. License B. Rental C. Royalty D. Retainer E. Revenue Share F. Subscription G. Usage-based H. Performance-based I. Advertising J. Other</p>	

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4. Build your Canvas: connections

Activities

Relationships

The Business Model Canvas

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<p>Key Partners </p> <p>Who are our Key Partners? Who are our key backlogs? Which Key Resources are we acquiring from partners? Which Key Activities do partners perform?</p> <p>DEFINITIONS FOR PARTNERS Partnerships and alliances Acquisition of risk and uncertainty Expansion of partner's experience and activities</p>	<p>Key Activities <input checked="" type="checkbox"/></p> <p>What Key Activities do our Value Propositions require? Our Distribution Channels? Customer Relationships? Revenue Streams?</p> <p>CATEGORIES Production Problem Solving Platform/Networks</p>	<p>Value Propositions </p> <p>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?</p> <p>CATEGORIES Benefit Performance Customization "Getting the Job Done" Design Quality Risk Reduction Self-Realization Accessibility Convenience/Usability</p>	<p>Customer Relationships </p> <p>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?</p> <p>CATEGORIES Personal Assistance Individual Personal Assistance Self-Service Automated Services Communities Co-creation</p>	<p>Customer Segments </p> <p>For whom are we creating value? Who are our most important customers?</p> <p>Mass Market Niche Market Segmented Diversified Multi-Sector Platform</p>
<p>Key Resources </p> <p>What Key Resources do our Value Propositions require? Our Distribution Channels? Customer Relationships? Revenue Streams?</p> <p>TYPES OF RESOURCES Physical Intellectual (brand patents, copyrights, etc.) Human Financial</p>	<p>Channels </p> <p>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?</p> <p>CHANNEL MODELS A. Directness How do we use new awareness about our company's products and services? B. Distribution How do we use high customer-visibility our organization's Value Proposition? C. Purchase How do we allow customers to purchase specific products and services? D. Delivery How do we deliver a Value Proposition to customers? E. After sales How do we provide post-purchase customer support?</p>	<p>Cost Structure </p> <p>What are the most important costs inherent in our business model? Which Key Resources are most expensive? Which Key Activities are most expensive?</p> <p>KEY RESOURCES MODEL Cost Driver (Process or value creation, external value proposition) Cost Driver (Process or value creation, external value proposition)</p> <p>SCALE ECONOMIES Fixed Costs (rent, taxes, utilities) Variable Costs Economies of Scale Economies of Scope</p>	<p>Revenue Streams </p> <p>For what value are our customers really willing to pay? For what do they currently pay? How would they prefer to pay? How much does each Revenue Stream contribute to overall revenues?</p> <p>PRICE Fixed Fee Usage Fee Subscription Fees Licensing/Advertising/Leasing Commission Dividend/ Royalty Advertising</p> <p>VALUE PROPS Lot Size Product Feature/Attribute Customer segment dependent Volume dependent</p> <p>CHANNEL MODELS Registration (Sign-up) Trial (Sign-up) Rent time market Volume dependent</p>	

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Resources

Channels

5. Build your Canvas: in and out

The Business Model Canvas

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<p>Key Partners</p> <p>Who are our Key Partners? Who are our key backlogs? Which Key Resources are we acquiring from partners? Which Key Activities do partners perform?</p> <p>DEFINITIONS FOR NETWORKS Partnerships and alliances Allocation of risk and uncertainty Expansion of partners' resources and activities</p>	<p>Key Activities</p> <p>What Key Activities do our Value Propositions require? Our Distribution Channels? Customer Relationships? Revenue Streams?</p> <p>CATEGORIES Production Problem Solving Platform/network</p>	<p>Value Propositions</p> <p>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?</p> <p>CATEGORIES Benefit Performance Customization "Getting the Job Done" Design Quality Risk Reduction Self-Realization Accessibility Convenience/Usability</p>	<p>Customer Relationships</p> <p>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?</p> <p>CATEGORIES Personal assistance Individual Personal Assistance Self-Service Automated Services Communities Co-creation</p>	<p>Customer Segments</p> <p>For whom are we creating value? Who are our most important customers?</p> <p>Mass Market niche market Segmented Diversified Multi-sided Platform</p>
	<p>Key Resources</p> <p>What Key Resources do our Value Propositions require? Our Distribution Channels? Customer Relationships? Revenue Streams?</p> <p>TYPES OF RESOURCES Physical Intellectual (brand, patents, copyrights, etc.) Human Financial</p>		<p>Channels</p> <p>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?</p> <p>CHANNEL MODELS A. Awareness B. Evaluation C. Purchase D. Post-purchase E. Delivery F. After sales How are we providing post-purchase customer support?</p>	
<p>Cost Structure</p> <p>What are the most important costs inherent in our business model? Which Key Resources are most expensive? Which Key Activities are most expensive?</p> <p>KEY RESOURCES MODEL Cost Driver (Process or value creation, external value proposition) Cost Driver (Process or value creation, external value proposition)</p> <p>SCALE ECONOMIES Fixed costs (rent, taxes, utilities) Variable costs Economies of scale Economies of scope</p>		<p>Revenue Streams</p> <p>For what value are our customers really willing to pay? For what do they currently pay? How would they prefer to pay? How much does each Revenue Stream contribute to overall revenues?</p> <p>PRICE A. Fixed fee B. Usage fee C. Subscription Fee D. Pay-what-you-want/price discrimination E. Advertising</p> <p>VALUE PROPS A. License B. Rental/Leasing C. Royalty D. Retainer E. Revenue sharing F. Usage-based G. Performance-based H. Advertising</p> <p>CHANNEL MODELS A. Transactional (one-time) B. Recurring (subscription) C. Usage-based (pay-per-use) D. Performance-based (commission) E. Advertising</p>		

Cost Structure and Revenue Streams are highlighted in green.

Cost (green arrow pointing to Cost Structure)

Revenue (green arrow pointing to Revenue Streams)

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6. SWOT analysis



7. New entrepreneurial philosophies

- Everything is in the cloud
- Share, like, subscribe
- Trending Topic, hype
- Search engine optimization (SEO), search engine marketing (SEM)
- Update, upgrade, terms of service
- Big Data, Artificial Intelligence, algorithm, IoT
- Cancel culture, online shaming
- **Infoxication!!!**



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