

VAN IDEE NAAR REALITEIT EN TERUG



Idee?

PLAN!

1. Definier succes

2. Wat - aanbod

UNIEK

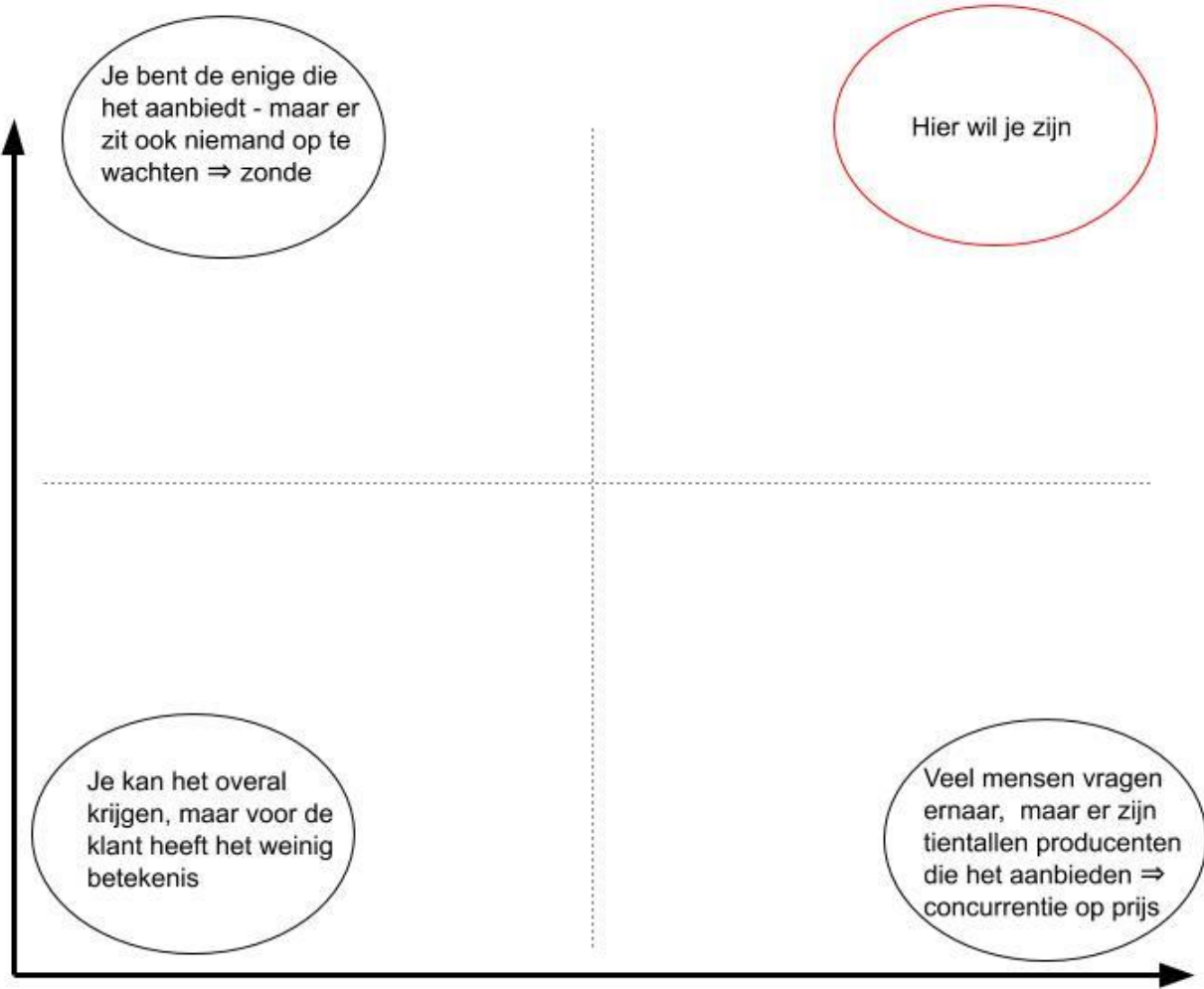
Je bent de enige die het aanbiedt - maar er zit ook niemand op te wachten \Rightarrow zonde

Hier wil je zijn

Je kan het overal krijgen, maar voor de klant heeft het weinig betekenis

Veel mensen vragen ernaar, maar er zijn tientallen producenten die het aanbieden \Rightarrow concurrentie op prijs

WAARDE
VOOR
KLANT



3. Klanten

4. Relaties en kanalen

5. Inkomsten

6. Aktivitäten

7. Middelen

8. Partners

9. Kosten

10. PLAN!

The Business Model Canvas

Designed for:

Designed by:

Date:

Version:

<h3>Key Partners</h3> <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?</p> <p>ADVANTAGES FOR OUR BUSINESS Risk reduction and economy Access to new and complementary resources Acquisition of valuable resources and activities</p>	<h3>Key Activities</h3> <p>What key activities do our Value Propositions require? Our Distribution Channels? Customer Relationships? Revenue streams?</p> <p>KEY ACTIVITIES Production Problem solving Platform/network</p>	<h3>Value Propositions</h3> <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>CHANNELS Stores Performance Customization "Optimize the Job Done" Direct Word of mouth Email One-to-one Web Reducers Accounting Community/Network</p>	<h3>Customer Relationships</h3> <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 engaged with the rest of our business model? How easily are they?</p> <p>RELATIONSHIPS Personal assistance Dedicated Personal Assistance Self-Service Automated services Communities Co-creation</p>	<h3>Customer Segments</h3> <p>For whom are we creating value? Who are our most important customers?</p> <p>Mass Market New Market Segmented Niche/Target Multi-Sector/Market</p>
<h3>Cost Structure</h3> <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>FIXED COSTS Costs that do not vary with the level of sales or production (rent, salaries, advertising, etc.) Which key resources are most expensive? Which key activities are most expensive?</p> <p>SCALE-SENSITIVE COSTS How costs behave with units sold/ Variable costs Economies of scale Economies of process</p>	<h3>Key Resources</h3> <p>What Key Resources do our Value Propositions require? Our Distribution Channels? Customer Relationships? Revenue Streams?</p> <p>TYPES OF RESOURCES Human Material Intellectual/Institutional/psychic, copyrights, data Human Financial</p>		<h3>Channels</h3> <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 touchpoints?</p> <p>CHANNELS MODELS 1. Direct sales How do we use sales experiences about our company's conditions and services? 2. Retail partners How do we help customers evaluate our organization's Value Proposition? 3. Partners How do we use other customers to distribute specific products and services? 4. Delivery How do we get deliver a Value Proposition to customer? 5. After sales How do we provide/post purchase customer support?</p>	
	<h3>Revenue Streams</h3> <p>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?</p> <table border="0"> <tr> <td>FIXED Must pay Usage fee Subscription fee Licensing/Referral/leasing Licensing Franchise fee Advertising</td> <td>SCALE SENSITIVE List Price Product/Module dependent Customer segment dependent Volume dependent</td> <td>HYBRID MODELS Regulation dependent Risk management Reputation dependent</td> </tr> </table>	FIXED Must pay Usage fee Subscription fee Licensing/Referral/leasing Licensing Franchise fee Advertising	SCALE SENSITIVE List Price Product/Module dependent Customer segment dependent Volume dependent	HYBRID MODELS Regulation dependent Risk management Reputation dependent
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