

BUSINESS MODEL CANVAS

Goal: Outlining what you (want to) do and how you make this possible

The Business Model Canvas, introduced by Osterwalder and Pigneur, allows you to map out what it is you do and how you go about doing this. It is suitable for both new and existing businesses. Because the format fits on a single page, the canvas can help you clarify the way your business functions and focus on what is most important. It can also be used to explore different options by mapping out alternative organisational structures. For sustainable entrepreneurship, consider adding social and ecological costs and revenues next to the financial ones.

How can I use it?

- 1** **A good place to start** is the Value Propositions section, in which you outline how you add value for your customers. List the Key Activities that must be carried out in order to deliver this added value. Describe which physical, intellectual, human and financial Key Resources enable these activities. Key Partnerships should include both suppliers and partners.
- 2** **Group your customer base** into Customer Segments with distinct needs and behaviours. The Channels section should contain the ways you deliver and communicate about your products. Outline the type of Customer Relationships you want to build.
- 3** **The Revenue Streams** section lists the revenue that is generated. It can include both one time transactions and recurring payments. The Cost Structure section can be used to include fixed and variable costs resulting from key resources, activities and partnerships.

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Strategy

