

Business Model Canvas

Designed for:

Designed by:

WASEU

Date:

Version:

V1

<p>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?</p> <p>MOTIVATIONS FOR PARTNERSHIPS: Optimization and economy, Reduction of risk and uncertainty, Acquisition of particular resources and activities</p>	<p>Key Activities 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 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>CHARACTERISTICS: Newness, Performance, Customization, "Getting the Job Done", Design, Brand/Status, Price, Cost Reduction, Risk Reduction, Accessibility, Convenience/Usability</p>	<p>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?</p>	<p>Customer Segments For whom are we creating value? Who are our most important customers? Is our customer base a Mass Market, Niche Market, Segmented, Diversified, Multi-sided Platform</p>
	<p>Key Resources 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, data), Human, Financial</p>		<p>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?</p>	
<p>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?</p> <p>IS YOUR BUSINESS MORE: Cost Driven (leanest cost structure, low price value proposition, maximum automation, extensive outsourcing), Value Driven (focused on value creation, premium value proposition).</p> <p>SAMPLE CHARACTERISTICS: Fixed Costs (salaries, rents, utilities), Variable costs, Economies of scale, Economies of scope</p>		<p>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?</p> <p>TYPES: Asset sale, Usage fee, Subscription Fees, Lending/Renting/Leasing, Licensing, Brokerage fees, Advertising</p> <p>FIXED PRICING: List Price, Product feature dependent, Customer segment dependent, Volume dependent</p> <p>DYNAMIC PRICING: Negotiation (bargaining), Yield Management, Real-time-Market</p>		

This is an Example of a Business Model Canvas for a WATER Kiosk model – You don't have to copy everything here

<p>Key Partners </p> <ul style="list-style-type: none"> • University of Applied Science in Uganda • Local NGO 	<p>Key Activities </p> <ul style="list-style-type: none"> • Local shop with hygiene products • Provision of drinkable water 	<p>Value Propositions </p> <p>Allow the population to get a better access to safe drinking water (at a fair price) and improve access to hygiene products</p> <div data-bbox="943 815 1267 1098" style="background-color: #4a86e8; color: white; padding: 10px; text-align: center;"> <p>Original Business model Canvas</p> </div>	<p>Customer Relationships </p> <ul style="list-style-type: none"> • Supply through personal service provision when collecting water 	<p>Customer Segments </p> <ul style="list-style-type: none"> • Schools (get water for free) • Villagers in the catchment area of the Kiosk • Families better-off • Poorer families (get water for free)
<p>Cost Structure</p> <p>Opex Covered by revenues</p> <ul style="list-style-type: none"> - Minor repairs - Salaries - (kiosk operator) 	<p>Covered by donations </p> <ul style="list-style-type: none"> - Infrastructure (Capex) - Major repairs - Training & capacity development - Initial promotion of activities 		<p>Channels </p> <ul style="list-style-type: none"> • House-to-house promotion of service • Billboards • Community meetings • Education in Schools 	

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Key Partners		Key Activities	Value Propositions	Customer Relationships	Customer Segments
		Key Resources		Channels	
Cost Structure			Revenue Streams		