

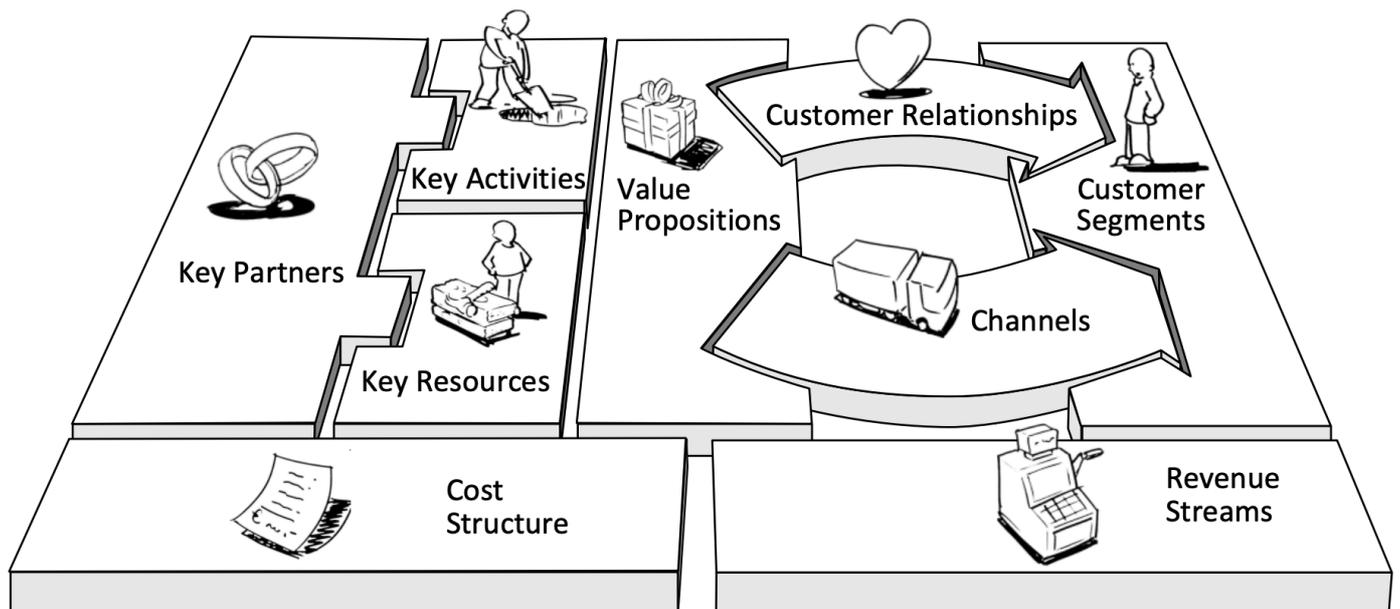
0. SUMMARY

First things first ...

Find a name for your company (even if it's temporary) - and fill the rest of the fields in the table after you will have completed other worksheets. This way you will get a basic "elevator pitch" of your business idea.

What is your company's name?

What business or product category does your idea fall into?	is a	
Statement of key benefit	that	
Who are your Customer Segments?	designed for	
What customer need/opportunity is your business is filling?	who need	
Primary Competitors- Local, Regional and/or National:	Unlike	
How are you different/better?	our business	
The city, region, state, nationwide, internationally or online	and is available	



1. CUSTOMER SEGMENTS

Who are your customers?

Customer segments are the community of customers or businesses that you are aiming to sell your product or services to. Customer segments is one of the most important building blocks in the business model canvas for your business, so getting this building block right is key to your success. Customers can be segmented into distinct groups based on needs, behaviors and other traits that they share. A customer segment may also be defined through demographics such as age, ethnicity, profession, gender, etc or on their psychographic factors such as spending behavior, interests, and motivations.

What / Who are your top 3 most valuable customer segments?

Title of the segment 1:	Title of the segment 2:	Title of the segment 3:
Demographics:	Demographics:	Demographics:
Psychographics:	Psychographics:	Psychographics:
Geographic coverage:	Geographic coverage:	Geographic coverage:

Example of demographic information:

18 - 34 years old, single, Ireland, annual income is less than 30,000 €

Example of psychographic information:

Concerned with preserving natural resources, Seeks clothing that's sourced from sustainable materials, Is willing to spend a bit more on clothing that minimizes environmental impact
Enjoys outdoor activities such as hiking, camping, and backpacking

2. VALUE PROPOSITIONS

What problem do I solve for my customers?

In simple terms, a value proposition makes a case for why a customer should pick one product over another, citing the unique value the product provides over its contenders. The Business Model Canvas value proposition provides a unique combination of products and services which provide value to the customer by resulting in the solution of a problem the customer is facing or providing value to the customer.

What are the needs / problems of each of the customer segments and what value are you bringing to each of them?

<p>Title of the segment 1:</p> <p>Problem / need:</p> <p>How does your product / service solve this problem:</p>	<p>Title of the segment 2:</p> <p>Problem / need:</p> <p>How does your product / service solve this problem:</p>	<p>Title of the segment 3:</p> <p>Problem / need:</p> <p>How does your product / service solve this problem:</p>
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Elements of the value proposition

Newness, performance, customization, getting the job done, design, brand/status, price, cost reduction, risk reduction, accessibility, convenience/usability



3. REVENUE STREAMS

How is the business earning money?

This building block elaborates the earnings a business gets by subtracting the costs from the revenue generated from each customer segment. Where customers are generally considered the heart of the business, revenues are automatically likened to the arteries. Organizations must evaluate the worth of the value they provide to each customer segment. An accurate evaluation of this worth will result in multiple revenue streams being gained from a single customer segment.

Revenue streams:

Revenue stream	Transaction revenue	Recurring revenue
1.	■	■
2.	■	■
3.	■	■
4.	■	■

Average price of your typical item or product (P): _____ €

What kind of pricing mechanism will you implement?

Fixed pricing:
fixed list pricing, product feature dependent, customer segment dependent, volume dependent

Dynamic pricing:
bargaining, auctioning, yield management, real-time market

What forms of revenue will you generate?

- Assets- Selling a physical product (Transaction Based)
- Usage Fees- Number of minutes/nights
- Project Revenue (One-Time)
- Subscription Fees: Monthly/Yearly/Space (Recurring)
- Lending/Renting/Leasing/Sharing Economy
- Service Revenue (Sells Time)
- Licensing/Franchising/IP
- Brokerage Fees: % of Sales/Commission
- Affiliate Revenue
- Advertising
- Freemium Model
- Auction
- Other: _____

4. CUSTOMER RELATIONSHIPS

How does the customer interact with you?

This building block dictates the nature of the relationships that an organization will develop with its various customer segments. A company could choose to communicate with its customers through people or automated means. The customer relationships that an organization opts for are based on the company's business model and greatly impact the overall customer experience. The relationships are dependent on three main areas.

Customer acquisition

Customer acquisition is the process of persuading a customer to select your organization's product over choices available in the market.

1. Traditional media marketing:
2. Content marketing:
3. Search Engine Optimization:
4. Email marketing:
5. Copywriting:
6. Conversion Rate Optimization:
7. Social media marketing:
8. Analytics:
9. Your website (find out which domain is available for registration):

Customer retention

Customer Retention refers to the long-term relationship a company establishes with its customers. The more repeat customers, a company has, the more it is assured of champions who will market its products and help it acquire additional customers. How will you make your customers come back to you?

Boosting sales (upselling)

Companies are forever focused on increasing their sales and often use a strategy called upselling which requires representatives to convince the customer to buy more of their company's products. How will you try to convince customers to buy more than they initially intended to?

5. CHANNELS

How do you deliver your product or service?

This building block defines how an organization communicates with and provides value to its chosen customer segment. Channels are the touch points through which an organization liaises with its customers and as such, play a huge role in defining the customer experience. Channels can be categorized as marketing, sales or distribution channels.

Which types of channels do you intend to establish?

Owned direct:

- Retail store
- The Internet
- Telephone
- Mail / Email

Partner indirect:

- Retailers
- Agents / Brokers
- Distributers

Find a suitable real estate for your own retail store

Go to the web page with real estate classified ads - and find the property that can be rented. Write down the info about this property:

- Location:
- Size:
- Price:
- Telephone number:

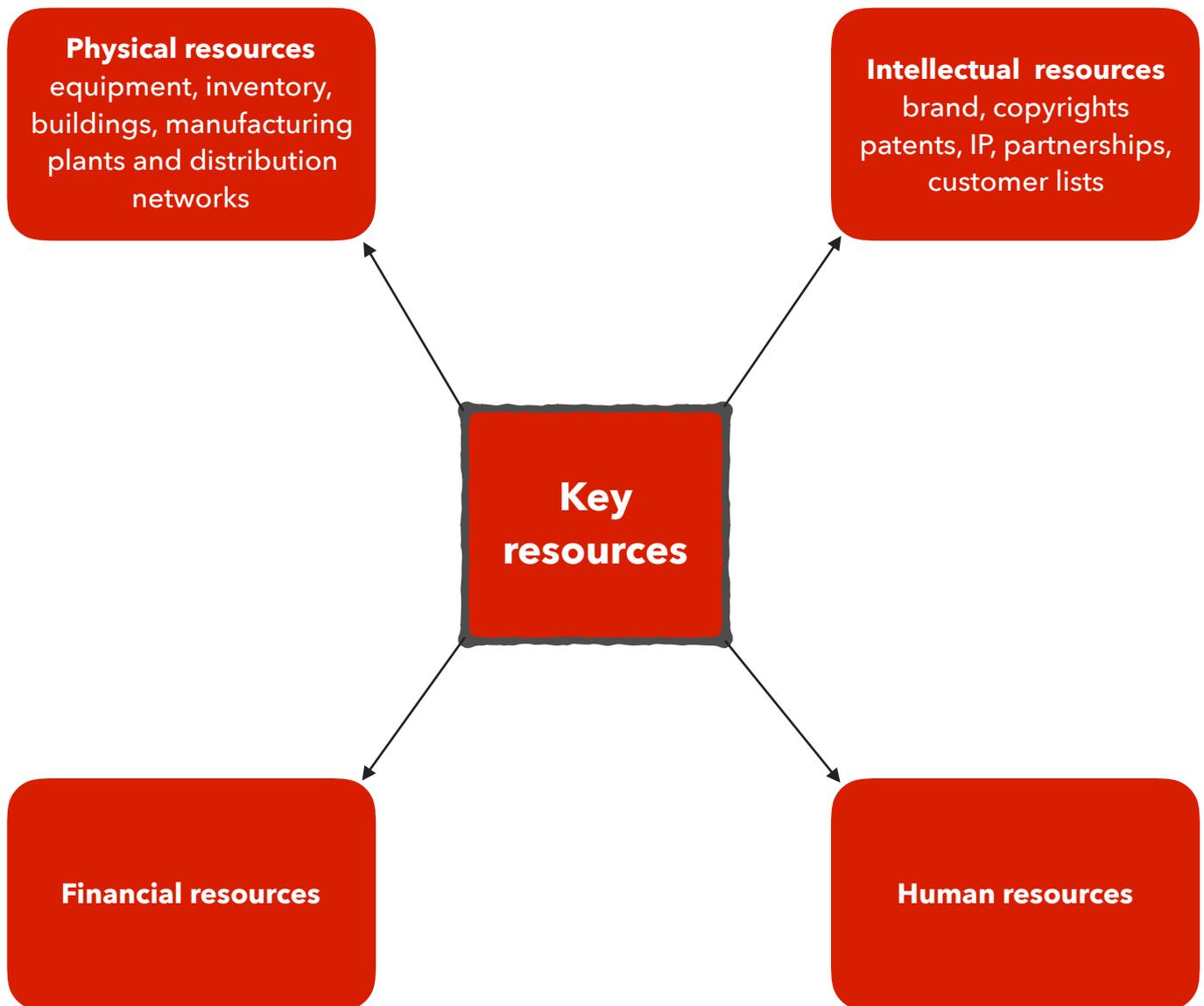
Sketch a floor plan for your retail store (on the back of the sheet)



7. KEY RESOURCES

What resources do you need?

Key resources are the main inputs that your company uses to create its value proposition, service its customer segment and deliver the product to the customer. These are the most important things you need to have for your business model to work and business models are usually based on a number of tangible and intangible resources. They define what kind of materials you need, what kind of equipment is required and the types of people you need to employ.



8. KEY PARTNERS

What partners do you need?

Companies forge partnerships for many reasons, and partnerships are becoming a cornerstone of many business models. Companies create alliances to optimize their business models, reduce risk, or acquire resources. We can distinguish between four different types of partnerships, which are strategic alliances between non-competitors, cooperation: strategic partnerships between competitors, joint ventures to develop new businesses, and buyer-supplier relationships to assure reliable supplies.

Who are our key partners?

Who are our key suppliers?

Which key resources are we acquiring from partners?

Which key activities do partners perform for us?

9. COST STRUCTURE

Instructions

This building block describes the most important costs incurred while operating under a particular business model. Creating and delivering value, maintaining Customer Relationships, and generating revenue all incur costs. Such costs can be calculated relatively easily after defining Key Resources, Key Activities, and Key Partnerships. Some business models, though, are more cost-driven than others. So-called “no frills” airlines, for instance, have built business models entirely around low-Cost Structures.

Is your business

- a) cost-driven?
- b) value-driven?

List your fixed and variable costs

Fixed costs (FC)	€ per month
Total	

Variable costs (per one product) (AVC)	€ per product / service
Total	

Break-even point: $Q = FC / (P - AVC) =$