

ENTICE BUSINESS MODEL CANVAS

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*At this stage we are looking to generate *ideas* so please just include potential or possible elements in your response to these items, the content provided here does not have to be concrete.*

Each element below is broken down with questions to consider and additional elements to guide your responses.

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The Business Model Canvas asks you to consider nine elements with regard to each exploitable item. The seven items are:

1. Key Partners
2. Key Activities
3. Value Propositions
4. Customer Segments
5. Channels
6. Key Resources
7. Cost Structure
8. Customer Relationships
9. Revenue Streams

1. 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?

Motivations for partnerships

Optimization and economy

Reduction of risk and uncertainty

Acquisition of particular resources and activities

2. Key Activities

What Key Activities do our Value Propositions require?

Our Distribution Channels?

Customer Relationships?

Revenue streams?

Categories of activity

Production

Problem Solving

Platform/Network

3. 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?

Characteristics of value propositions

Newness

Performance

Customization

"Getting the Job Done"

Design

Brand/Status

Price

Cost Reduction

Risk Reduction

Accessibility

Convenience/Usability

4. Customer Segments

For whom are we creating value?

Who are our most important customers?

Mass Market

Niche Market

Segmented

Diversified

Multi-sided Platform

5. 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?

Channel phases

1. Awareness: How do we raise awareness about our company's products and services?

2. Evaluation: How do we help customers evaluate our organization's Value Proposition?

3. Purchase: How do we allow customers to purchase specific products and services?

4. Delivery: How do we deliver a Value Proposition to customers?
5. After sales: How do we provide post-purchase customer support?

6. Key Resources

What Key Resources do our Value Propositions require?
Our Distribution Channels? Customer Relationships?
Revenue Streams?

Types of resources

Physical
Intellectual (brand patents, copyrights, data)
Human
Financial

7. 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?

Are your plans more:

Cost Driven? (leanest cost structure, low price value proposition, maximum automation, extensive outsourcing)

Value Driven? (focused on value creation, premium value proposition)

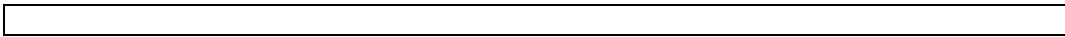
Sample characteristics

Fixed Costs (salaries, rents, utilities)
Variable costs
Economies of scale
Economies of scope

8. 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?
examples
Personal assistance
Dedicated Personal Assistance
Self-Service
Automated Services
Communities
Co-creation



9. 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?
For whom are we creating value?
Who are our most important customers?

Market types

Mass Market
Niche Market
Segmented
Diversified
Multi-sided Platform

Relationships

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Examples

Personal assistance
Dedicated Personal Assistance
Self-Service
Automated Services
Communities
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Our Distribution Channels?
Customer Relationships?
Revenue streams?

Categories

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Types

Asset sale

Usage fee

Subscription Fees

Lending/Renting/Leasing

Licensing

Brokerage fees

Advertising

Fixed pricing

List Price

Product feature dependent

Customer segment dependent

Volume dependent

Dynamic pricing

Negotiation (bargaining)
Yield Management
Real-time-Market
