

Startup management Business Models

FRI 63749B

business model

describes how a company creates value

key activities

- what should/do we do well?
 - production
 - problem solving (R&D)
 - platform/network

key resources

- what resources do we have/need to perform
 - physical
 - financial
 - intellectual
 - human

key partners

- what are key partners/services for us to perform?
 - optimisation/savings
 - risk protection
 - acquisition of resources

value proposition

- What do we deliver?
 - performance/usability
 - savings
 - problem solved
 - brand/design/satisfaction
 - risk reduction

customer segments

- Who are we serving?
 - personas / markets
 - how different are they?
 - what are their needs?
 - is their payment willingness different?

channels

- where do we deliver value to customers
 - direct
 - sales/web/own stores
 - indirect
 - partners/distributors/representatives

customer relationship

- how do we deliver the value?
 - personal
 - self/service
 - automated
 - communities

cost structure

- what kind of cost structure do we need?
 - cost driven
 - value driven
- characteristics of cost structure:
 - fixed/variable, economies of scale

revenue streams

- how is company receiving money from customers
 - selling
 - usage/ subscriptions
 - renting/ licensing
 - advertising
 - brokerage

business model canvas



Assignment

- Describe business model for your startup
- prototype?