

<p><b>Key Partners</b></p> <p>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><b>MOTIVATIONS AND PARTNERSHIPS</b></p> <p>Optimization and economy          Reduction of risk and uncertainty          Acquisition of particular resources and activities</p>	<p><b>Key Activities</b></p> <p>What Key Activities do our Value Propositions require?          Our Distribution Channels?          Customer Relationships?          Revenue streams?</p> <p><b>CATEGORIES</b></p> <p>Production          Problem Solving          Platform/Network</p>	<p><b>Value Propositions</b></p> <p>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><b>CHARACTERISTICS</b></p> <p>Newness          Performance          Customization          “Getting the Job Done”          Design          Brand/Status          Price          Cost Reduction          Risk Reduction          Accessibility          Convenience/Usability          Meaningful and/or transformational experience</p>	<p><b>Customer Relationships</b></p> <p>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><b>EXAMPLES</b></p> <p>Personal assistance          Dedicated Personal Assistance          Self-Service          Automated Services          Communities          Co-creation</p>	<p><b>Customer Segments</b></p> <p>For whom are we creating value?          Who are our most important customers?</p> <p>Mass Market          Niche Market          Segmented          Diversified          Multi-sided Platform</p>
	<p><b>Key Resources</b></p> <p>What Key Resources do our Value Propositions require?          Our Distribution Channels? Customer Relationships?          Revenue Streams?</p> <p><b>TYPES OF RESOURCES</b></p> <p>Physical          Intellectual (brand patents, copyrights, data)          Human          Financial</p>		<p><b>Channels</b></p> <p>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><b>CHANNEL PHASES</b></p> <ol style="list-style-type: none"> <li>1. Awareness: How do we raise awareness about our company’s products and services?</li> <li>2. Evaluation: How do we help customers evaluate our organization’s Value Proposition?</li> <li>3. Purchase: How do we allow customers to purchase specific products and services?</li> <li>4. Delivery: How do we deliver a Value Proposition to customers?</li> <li>5. After sales: How do we provide post-purchase customer support?</li> </ol>	

<p><b>Cost Structure</b></p> <p>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><b>IS YOUR BUSINESS MORE</b></p> <p>Cost Driven (leanest cost structure, low price value proposition, maximum automation, extensive outsourcing)          Value Driven (focused on value creation, premium value proposition)</p> <p><b>SAMPLE CHARACTERISTICS</b></p> <p>Fixed Costs (salaries, rents, utilities)          Variable costs          Economies of scale          Economies of scope</p>	<p><b>Revenue Streams</b></p> <p>For what value are our customers really willing to pay?          For what are they currently paying?          How are they currently paying?          How would they prefer to pay?          How much does each Revenue Stream contribute to overall revenues?</p> <p><b>TYPES</b></p> <p>Asset sale          Usage fee          Subscription Fees          Lending/Renting/Leasing          Licensing          Brokerage fees          Advertising</p> <p><b>FIXED PRICING</b></p> <p>List Price          Product feature dependent          Customer segment dependent          Volume dependent</p> <p><b>DYNAMIC PRICING</b></p> <p>Negotiation (bargaining)          Yield Management          Real-time-Market</p>
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