Designed for:

Designed by:

Customer Segments

Version:

Key Partners



Who are our Key Partners? Who are our key suppliers? Which Key Resources are we acquairing from partners? Which Key Activities do partners perform?

Key Activities

Revenue streams?

CATERGORIES

Problem Solving Platform/Network

Our Distribution Channels? Customer Relationships?

Key Resources

Physical Intellectual (brand patents, copyrights, data)

What Key Resources do our Value Propositions require?

Our Distribution Channels? Customer Relationships?

What Key Activities do our Value Propositions require?



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?

Customer Relationships What type of relationship does each of our

Customer Segments expect us to establish and maintain with them?

How are they integrated with the rest of our

Which ones have we established?

How costly are they?



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

CHARACTERISTICS
Newness
Performance
Customization
"Getting the Job Done"
Design
Brand/Status
Price
Cost Reduction
Birk Beduction

Channels



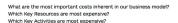
Through which Channels do our Customer Segments

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?

- 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
- How do we allow customers to purchase specific products and services?
- Delivery
 How do we deliver a Value Proposition to customers?
- After sales
 How do we provide post-purchase customer support?

Cost Structure



IS YOUR BUSINESS MORE

Cost Driven (learnest 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

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?

Asset sale Usage fee Subscription Fees Lending/Renting/Leasing

List Price Product feature dependent Customer segment dependent

Negotiation (bargaining) Yield Management Real-time-Market









