

**NAME**

Business Model Canvas

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**SOURCE**

businessmodelgeneration.com

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## INTRODUCTION










The Business Model Canvas is a strategic management template for developing new or documenting existing business models. It is a visual chart with elements describing an organisation's value proposition, infrastructure, users, and finances. The tool is usually applied in the private sector, but most sections can also be applied to the public sector. Slight adaptations of the original have been made to the visual below to aid relevance to public sector innovation activities.

## The Business Model Canvas

Designed for:

Designed by:

On	Due	By
Iteration:		

<p><b>Key partners</b> </p> <p>Who are your key partners? Who are our key suppliers? Which key resources are we acquiring from partners? Which key activities do partners perform?</p>	<p><b>Key activities</b> </p> <p>What key activities do our value propositions require? Our distribution channels? User relationships?</p>	<p><b>Value propositions</b> </p> <p>What value do we deliver to the user? Which one of our user's problems are we helping to solve? What bundles of products and services are we offering to each user segment? Which user needs are we satisfying?</p>	<p><b>User relationships</b> </p> <p>What type of relationship does each of our user 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>User segments</b> </p> <p>For whom are we creating value? Who are our most important users?</p>
	<p><b>Key resources</b> </p> <p>What key resources do our value propositions require? Our distribution channels? User relationships?</p>		<p><b>Channels</b> </p> <p>Through which channels do our user 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 user routines?</p>	
<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>Revenue streams</b> </p> <p>For what value are our users really willing to pay? For what do they currently pay? How are they currently pay? How would they prefer to pay? How much does each revenue stream contribute to overall revenues?</p>	

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## NOTES

The business model canvas is a blueprint for a strategy to be implemented through organisational structures, processes and systems. The nine blocks cover the four main areas of an organisation: users, offer, infrastructure, and financial viability.

### 1. User segments

An organisation serves one or several user segments. Users can be citizens or other groups using the services you provide.

### 2. Value propositions

It seeks to solve user problems and satisfy user needs with value propositions.

### 3. Channels

Value propositions are delivered to users through communications, distributions, and channels.

### 4. User relationships

User relationships are established and maintained with each user segment.

### 5. Revenue streams

Revenue streams result from value propositions successfully offered to users. Revenue streams can also be money saved on delivering a particular service.

### 6. Key resources

Key resources are the assets required to offer and deliver the previously described elements...

### 7. Key activities

...by performing a number of key activities.

### 8. Key partnerships

Some activities are outsourced and some resources are acquired outside the organisation.

### 9. Cost structure

The business model elements result in the cost structure. This principle can also be applied to public sector organisations.

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## USEFUL LINKS

- <http://www.businessmodelgeneration.com/canvas>
- <http://alexosterwalder.com/>
- [http://www.businessmodelgeneration.com/downloads/businessmodelgeneration\\_preview.pdf](http://www.businessmodelgeneration.com/downloads/businessmodelgeneration_preview.pdf)