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#### NAME

**Business Model Canvas** 

#### AUTHOR/OWNER Alexander Osterwalder

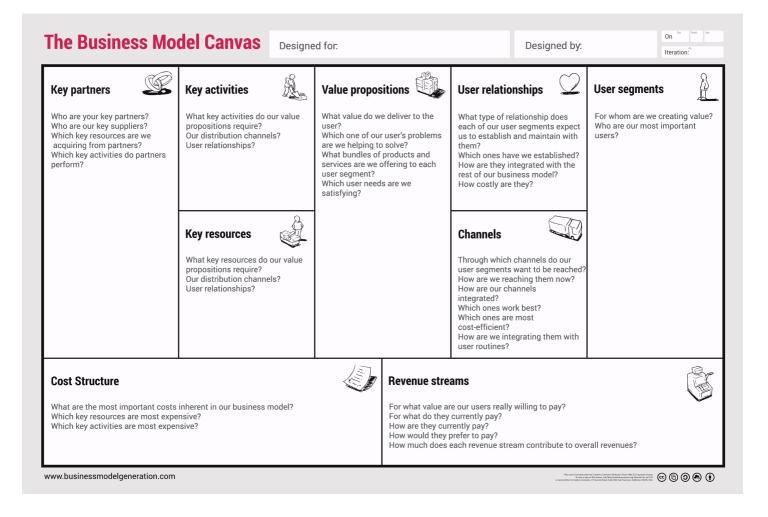
## SOURCE

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.





# **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.

## **USEFUL LINKS**

- http://www.businessmodelgeneration.com/canvas
- http://alexosterwalder.com/
- http://www.businessmodelgeneration.com/downloads/businessmodelgeneration\_preview.pdf