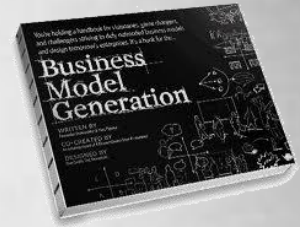


Based on



# THE Business Model Canvas



Nov 8<sup>th</sup> 2011

Created by: Emad Saif

[www.emadsaif.com](http://www.emadsaif.com)



# Agenda



**Business Model Canvas  
&  
Examples**



**Group  
Workshop**



**Presentations  
&  
Discussion**

6:30

7:00

7:20

7:30

8:00

8:10

8:20

8:30

9:00

# First Plain Paper Photocopier - 1950

- ✓ Easy to use
- ✓ No risk on originals
- ✓ Low operating cost
- ✓ Use plain paper

**TOO EXPENSIVE!**

to sell to customers!



**Lease**

\$25/month

+

4¢/copy (min of \$49/month)

Fundamental new way of office copying

... makes copies on ordinary paper!  
This is the new Xerox® 914 Office Copier. It will make copies on your own letterhead, on ordinary paper, white or colored, carbon, or other paper weights. As many as 8 copies a minute. And the quality of reproduction is superb!

No wet chemicals ... no waste!  
Neither expensive sensitized paper, nor intermediate film negative, nor liquid chemicals are required. And with no adjustments, 11, 14, or 18 copies settings, there's no waste of materials. Copies in an instant. The first time he uses a Xerox 914.

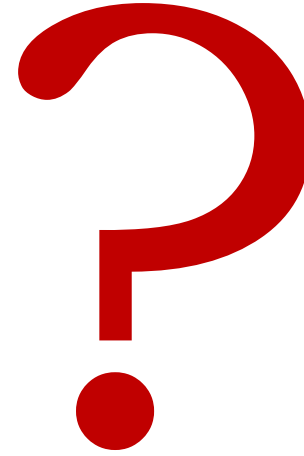
Copies all colors including reds & blues  
With sharp black-on-white clarity ... getting left out. Copies everything: written, typed, printed, stamped, or drawn. Copies most any original ... even paper in thick bound volumes. Just push a button ... copies first!

About 1¢ per copy for supplies  
No loading of copy paper or re-handling of original. Any number of copies delivered automatically ... at the touch of a button ... for about 1¢ per copy for supplies. For the full facts, write XEROX CORP., INC., 600 MAIN STREET, ROCHESTER 3, N. Y.

**NEW XEROX® 914**  
OFFICE COPIER

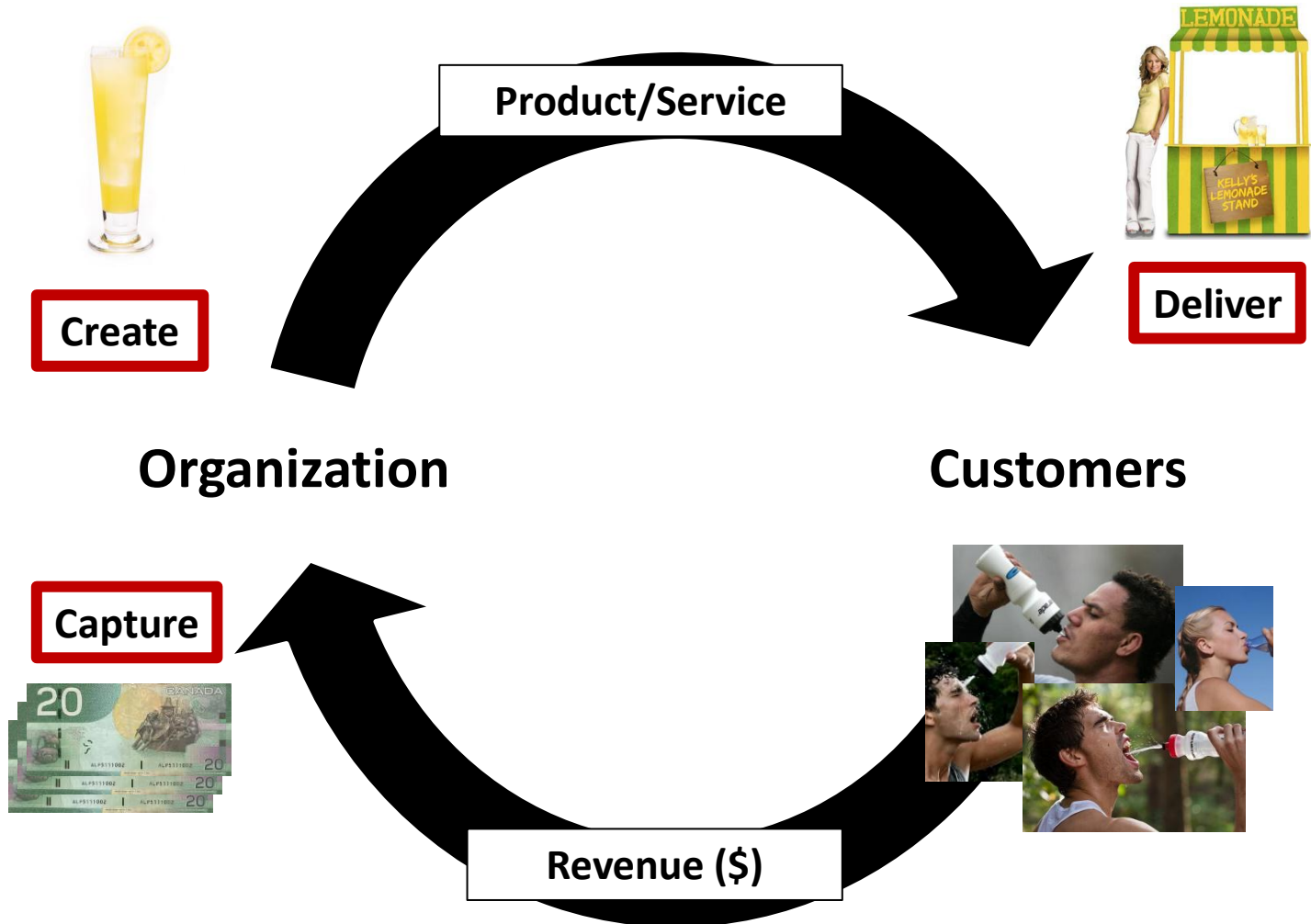
Courtesy of Xerox Historical Archives  
PHOTO: XEROX HISTORICAL ARCHIVES

# business model



“A business model describes the rationale of how an organization **creates, delivers, and captures** value”

# BUSINESS MODEL



business  
model  
canvas

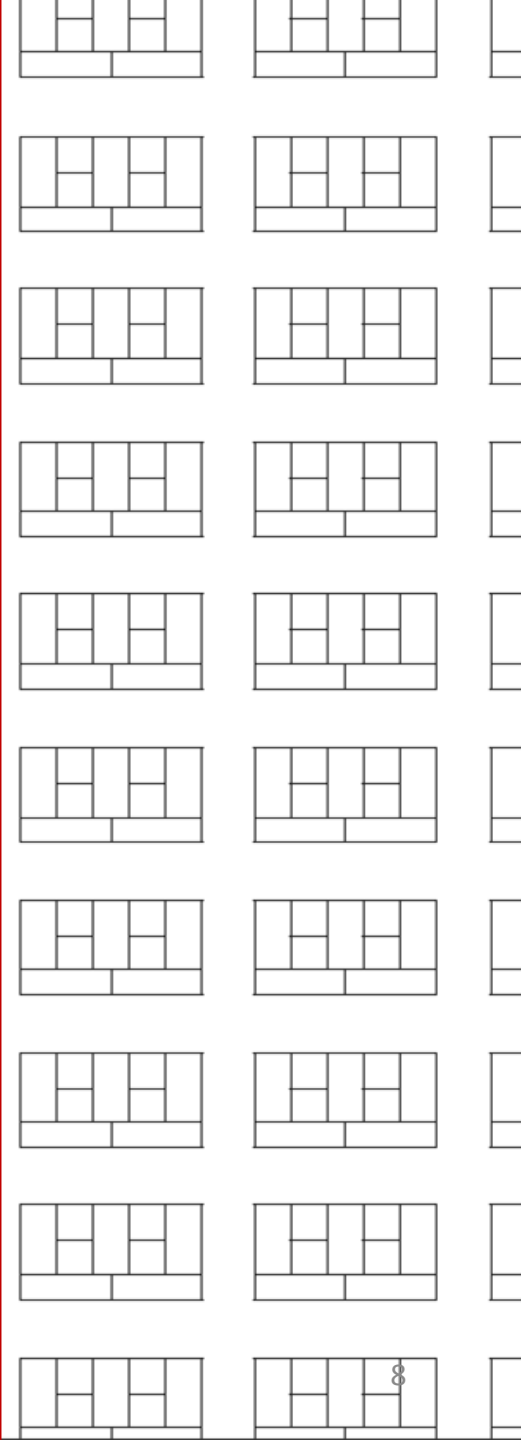


tool to create & analyze  
business models...



# YOU CAN

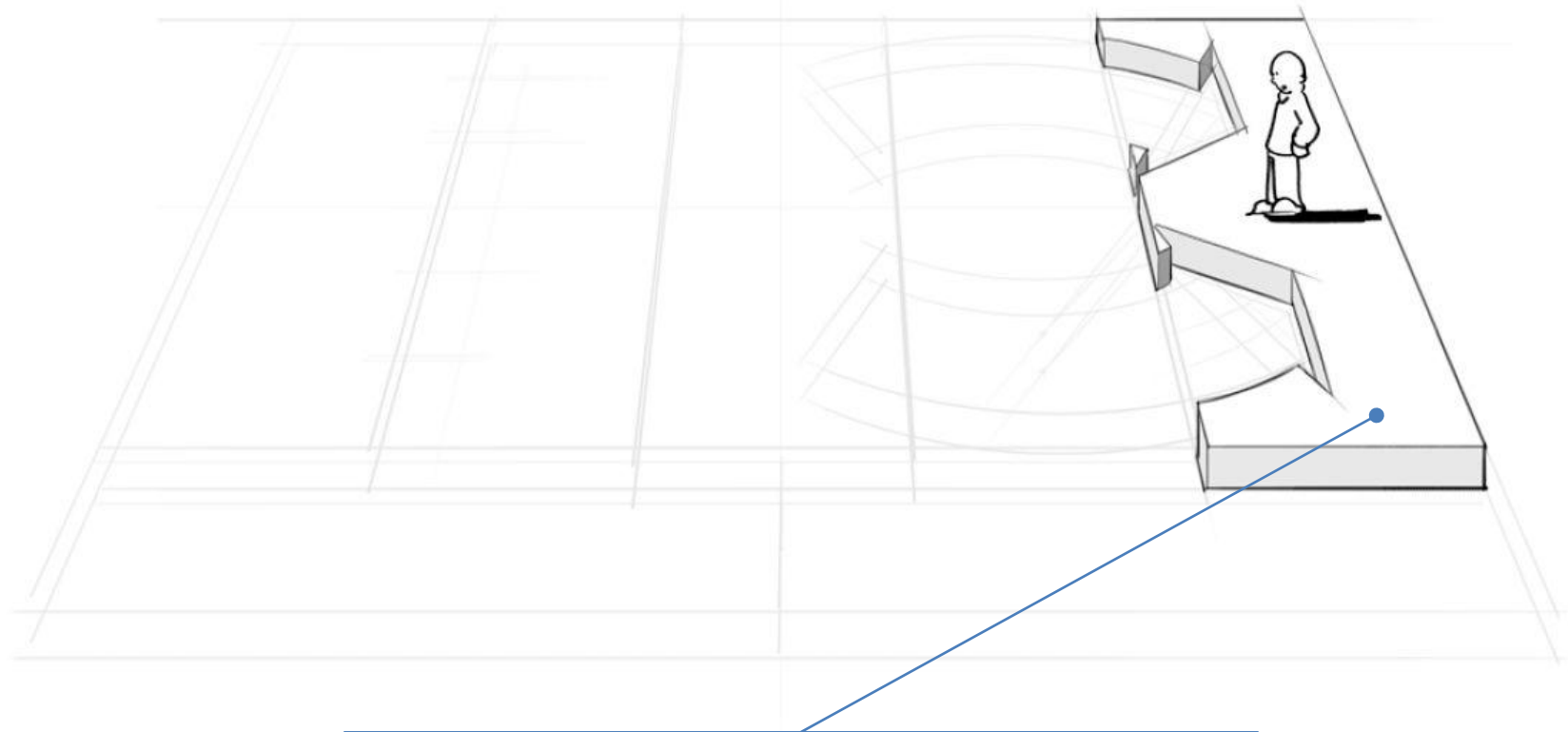
- Create new business models easily
- Analyze & update your existing business model





# 9 building blocks

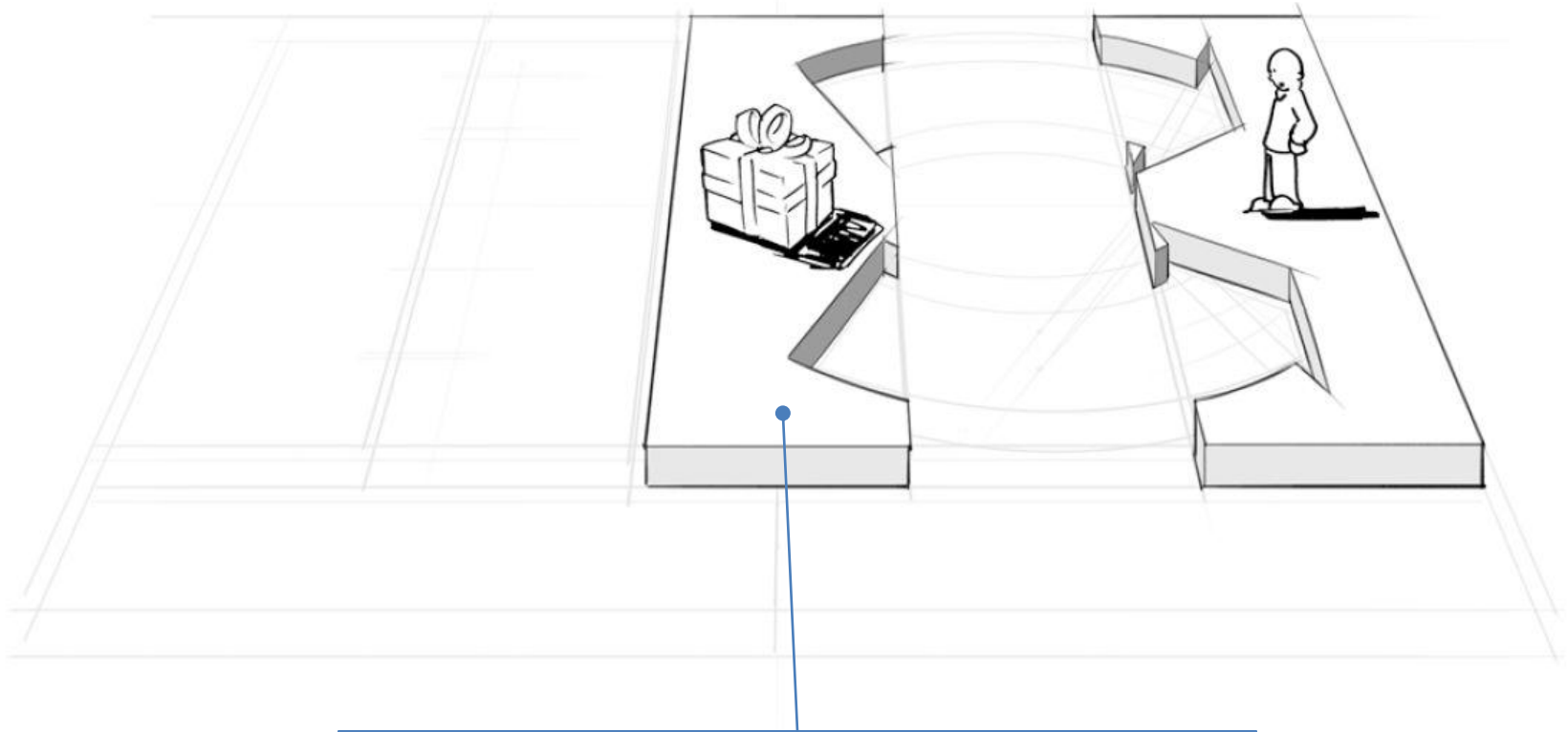
# Customer Segments



which customers and users are you serving?  
which jobs do they really want to get done?

drawings by JAM

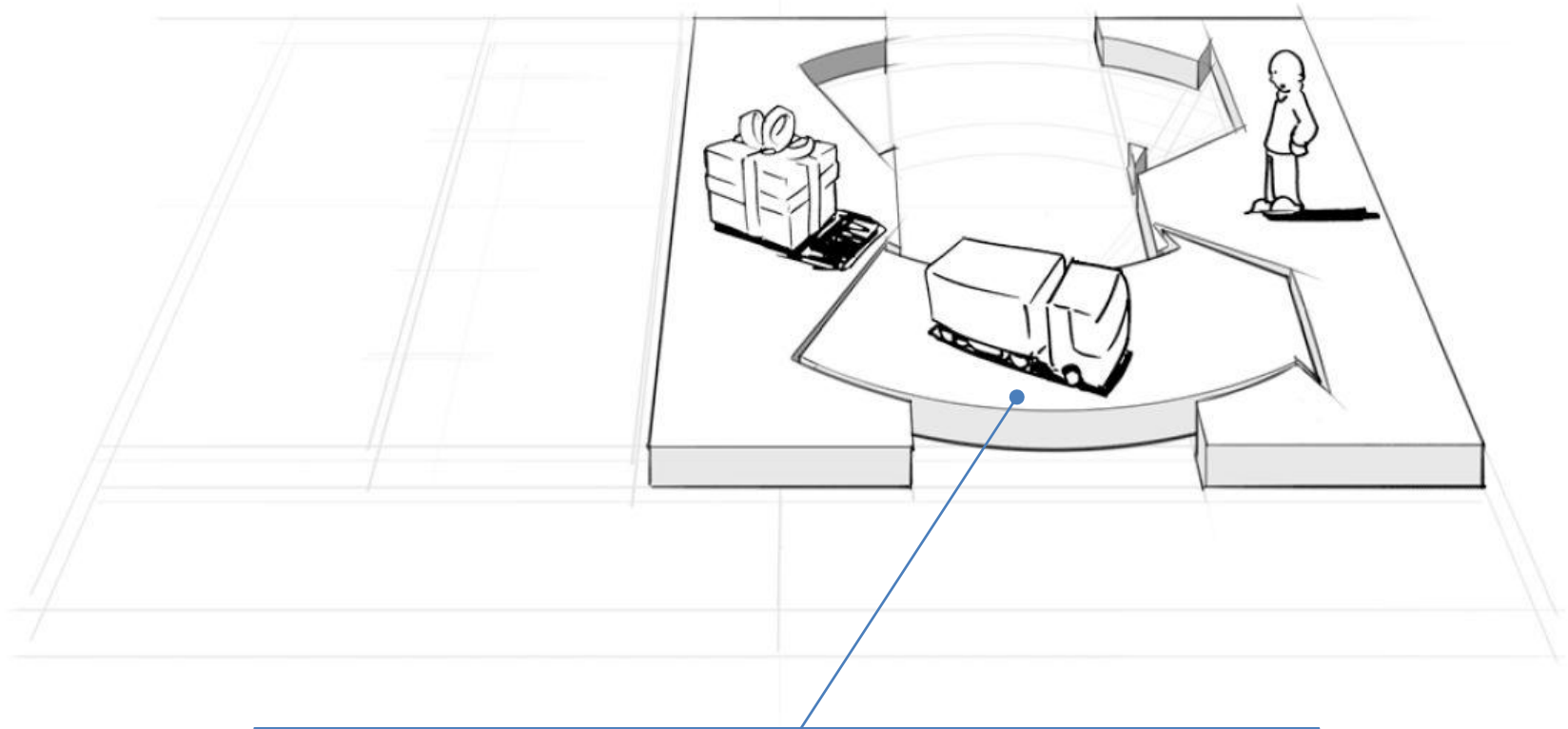
# Value Proposition



what are you offering them? what is that getting done for them? do they care?

drawings by JAM

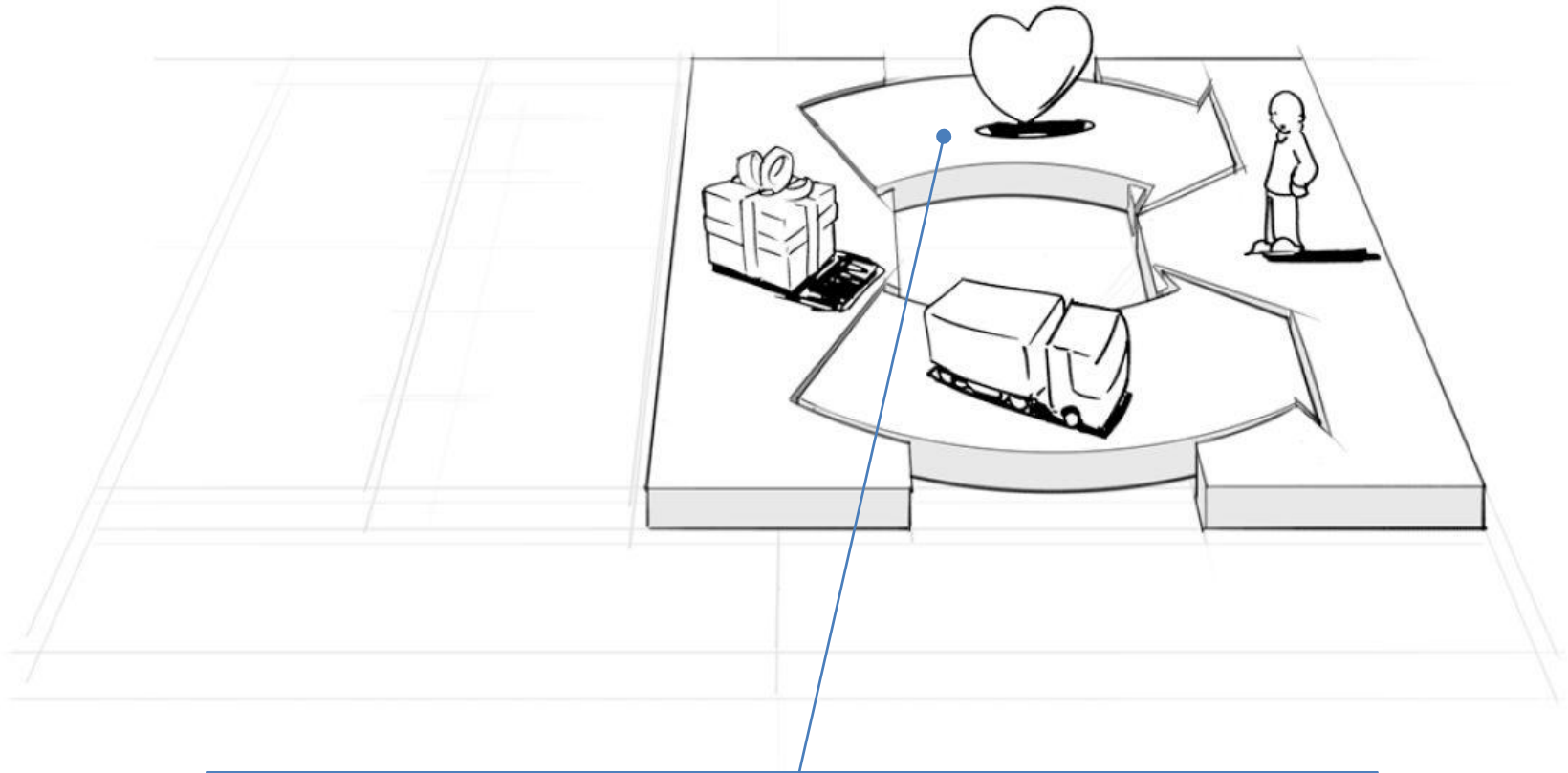
# Channels



how does each customer segment want to be reached?  
through which interaction points?

drawings by JAM

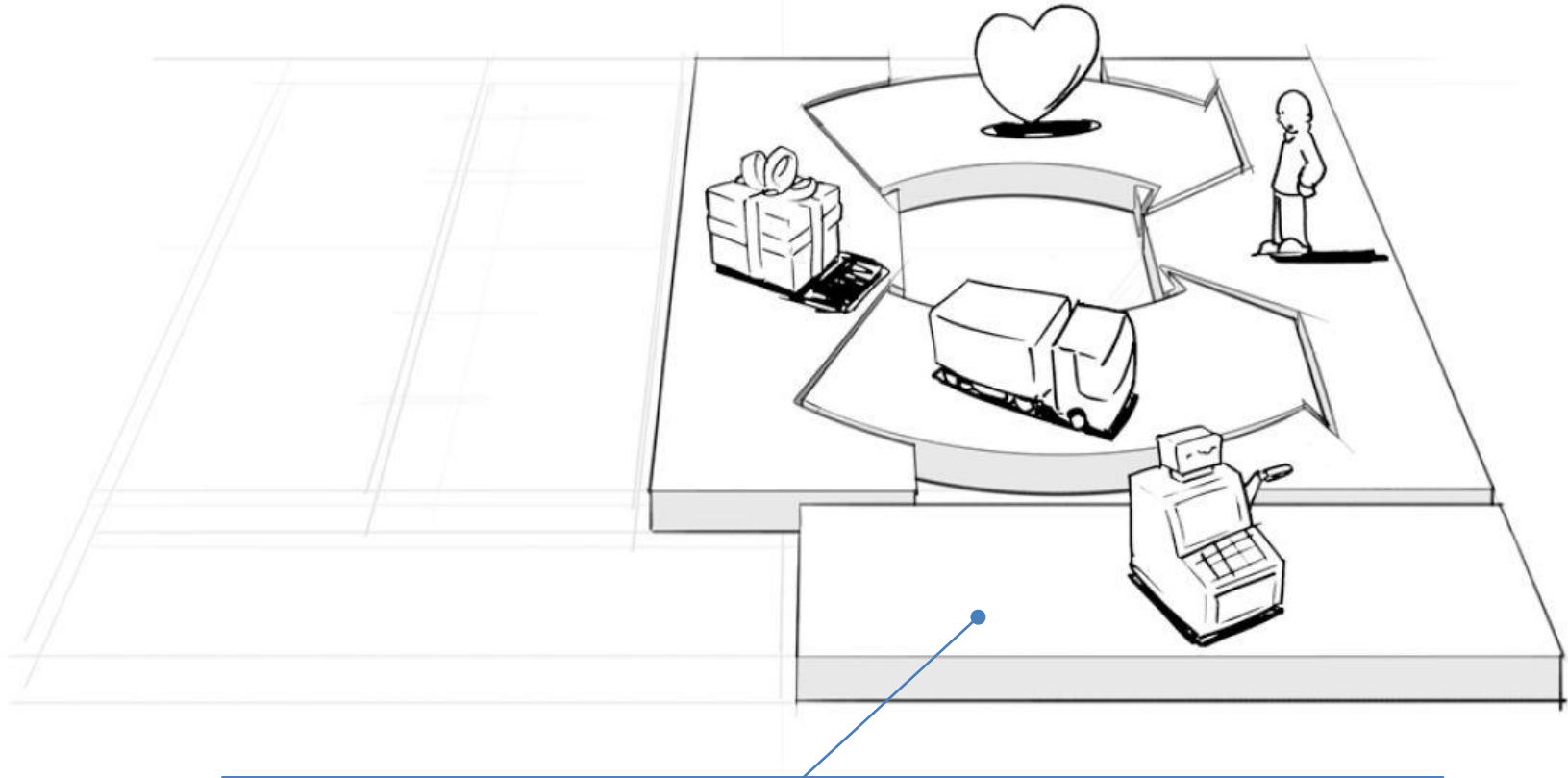
# Customer Relationships



what relationships are you establishing with each segment?  
personal? automated? acquisitive? retentive?

drawings by JAM

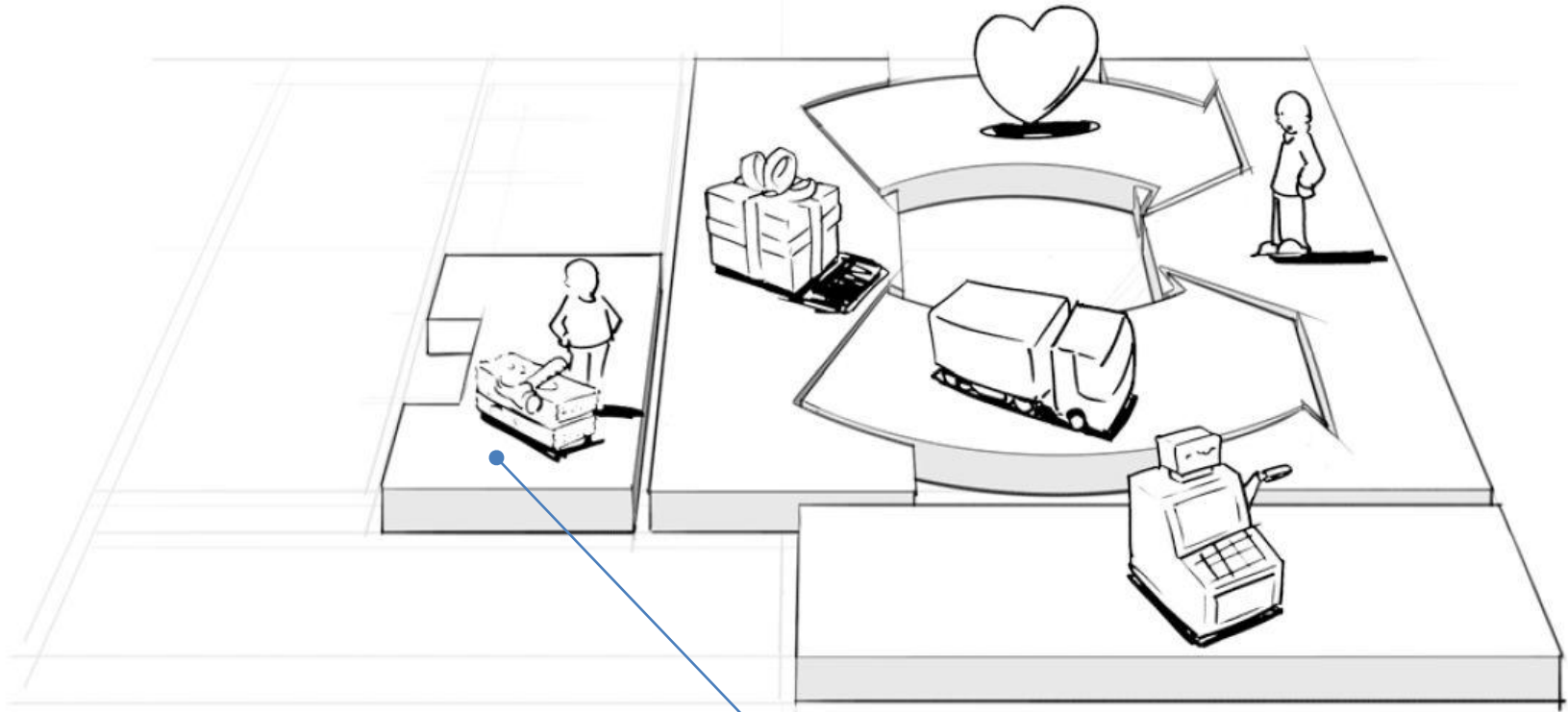
# Revenue Streams



what are customers really willing to pay for? how?  
are you generating transactional or recurring revenues?

drawings by JAM

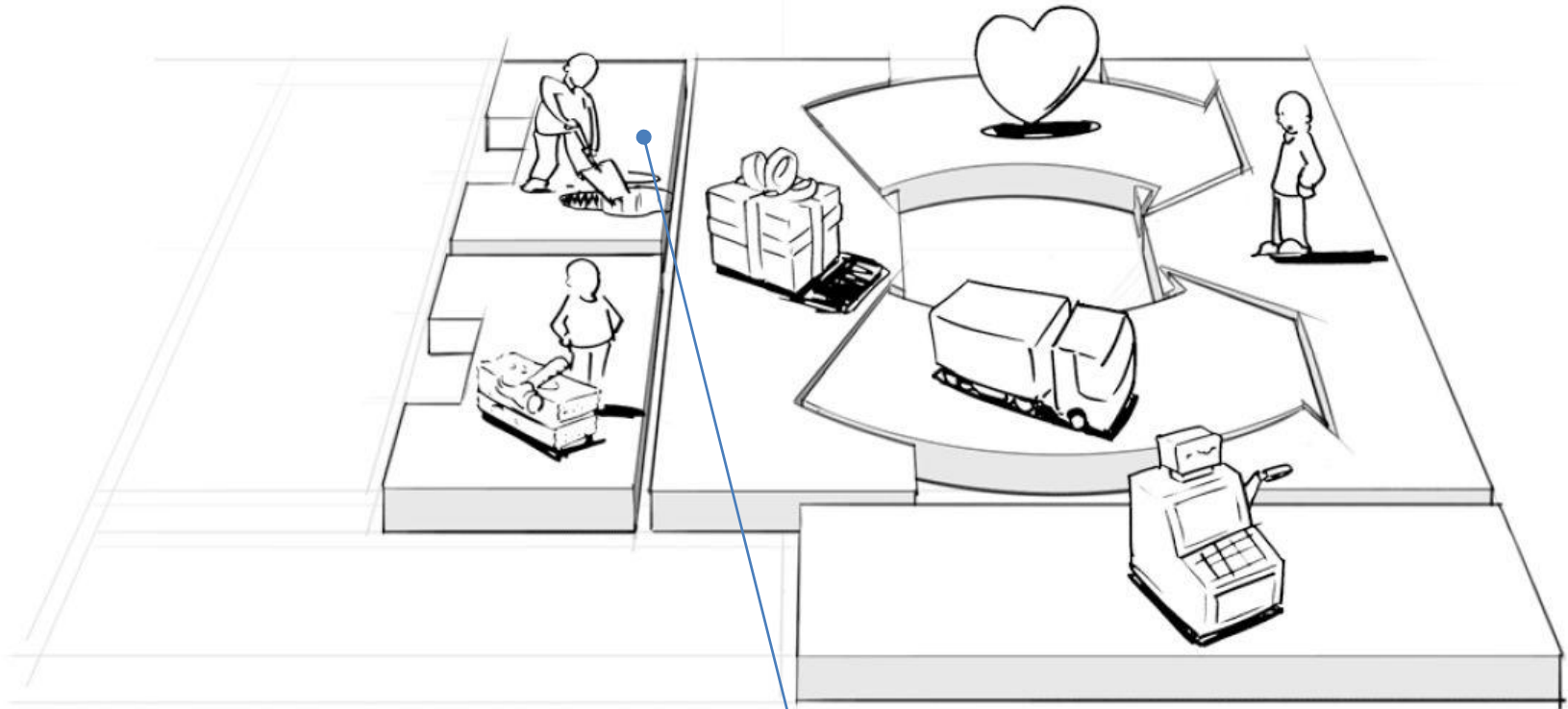
# Key Resources



which resources underpin your business model?  
which assets are essential?

drawings by JAM

# Key Activities

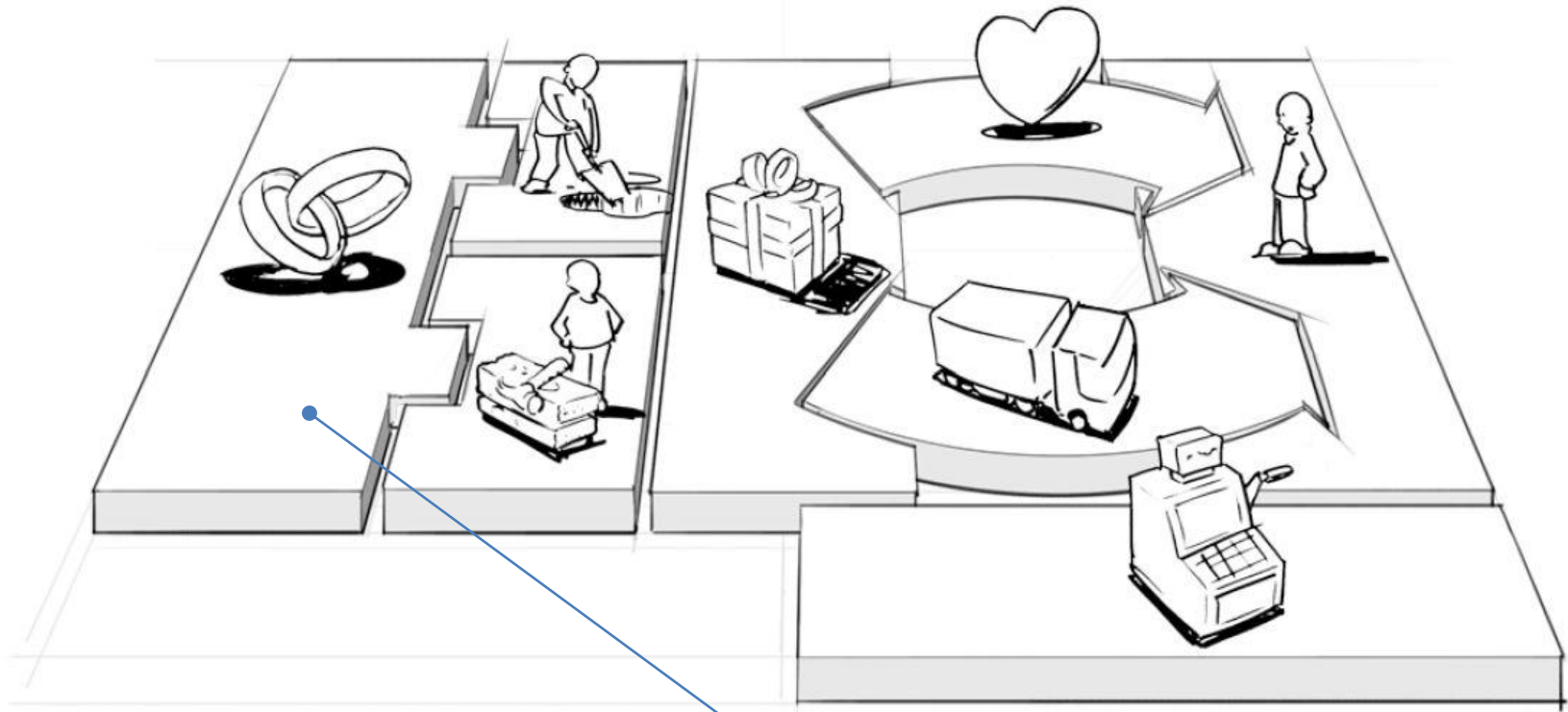


which activities do you need to perform well in your business model? what is crucial?

drawings by JAM



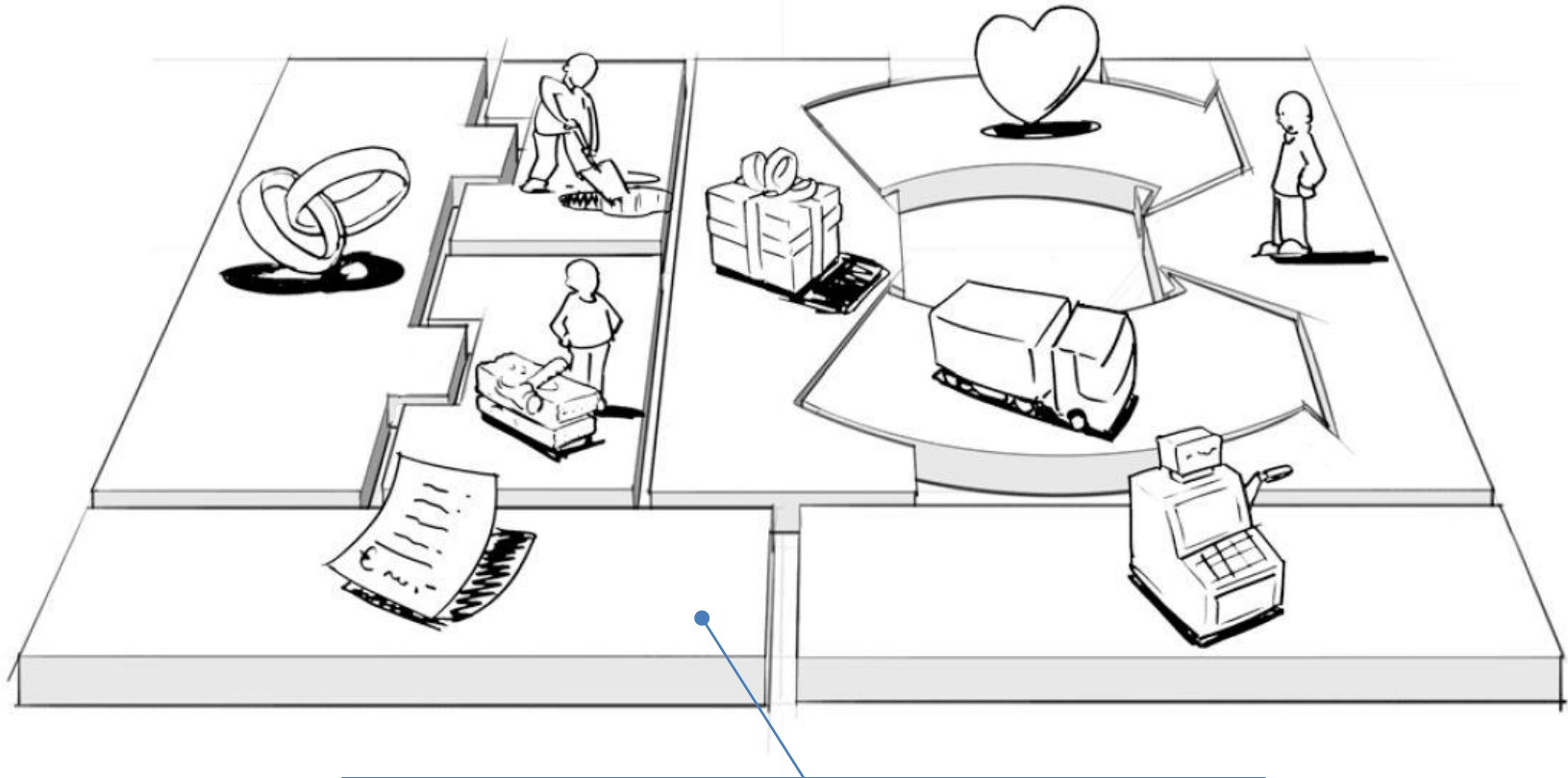
# Key Partners



which partners and suppliers leverage your model?  
who do you need to rely on?

drawings by JAM

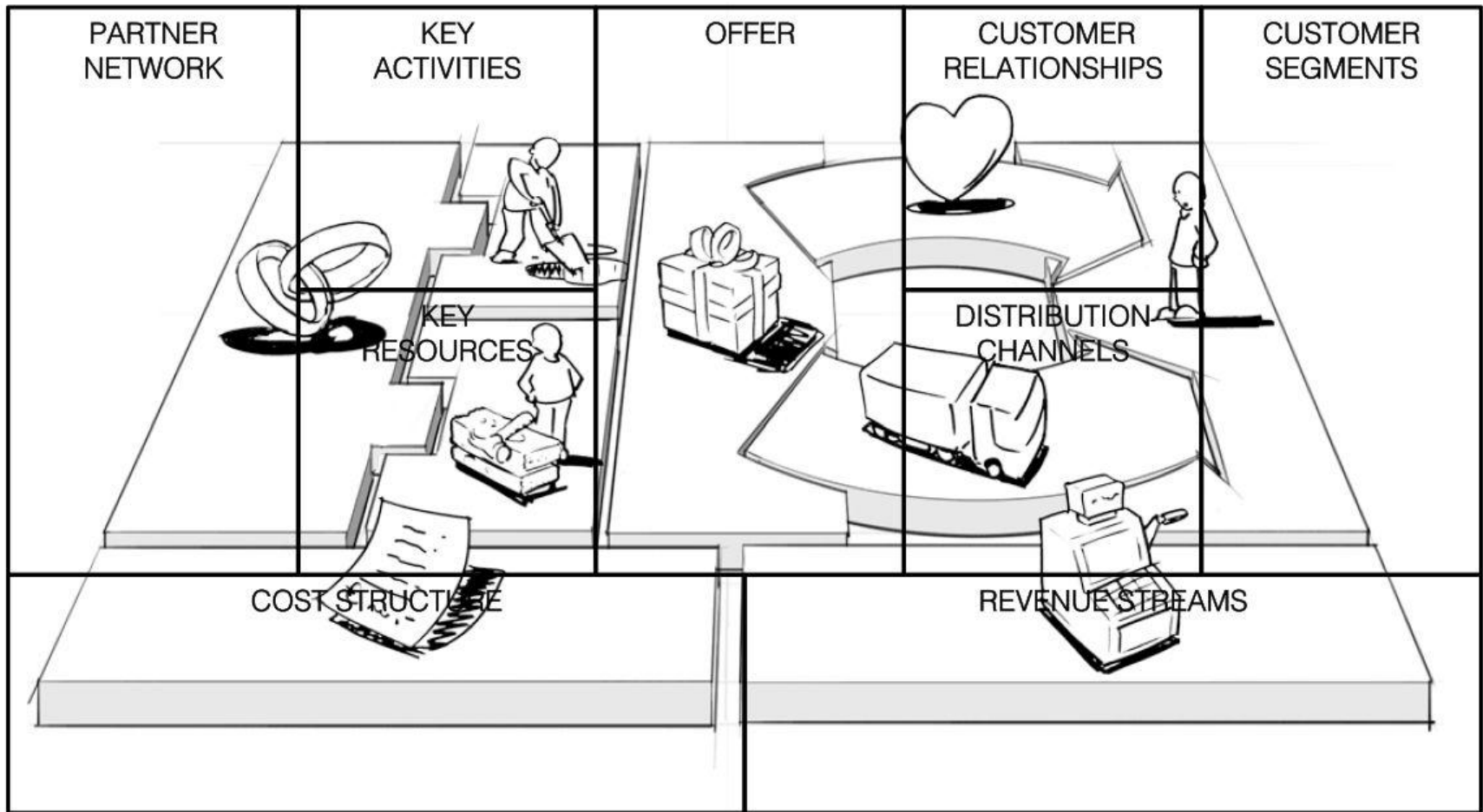
# Cost Structure



what is the resulting cost structure?  
which key elements drive your costs?

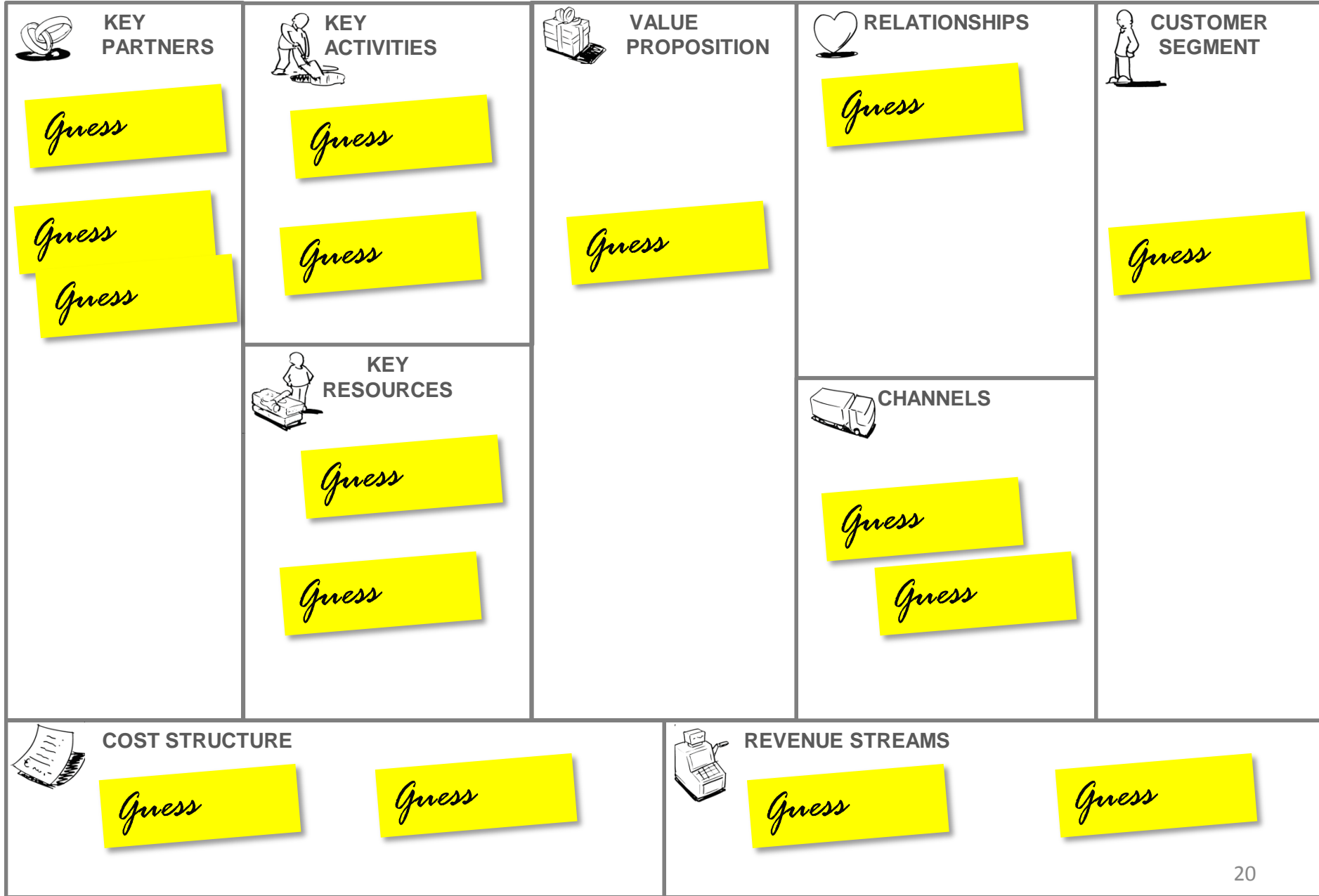
drawings by JAM

# Business Model Canvas



drawings by JAM

# Your Business Model Canvas



**EXAMPLES**  
**EXAMPLES**

# Example 1



Refreshing lemonade to joggers  
at public parks

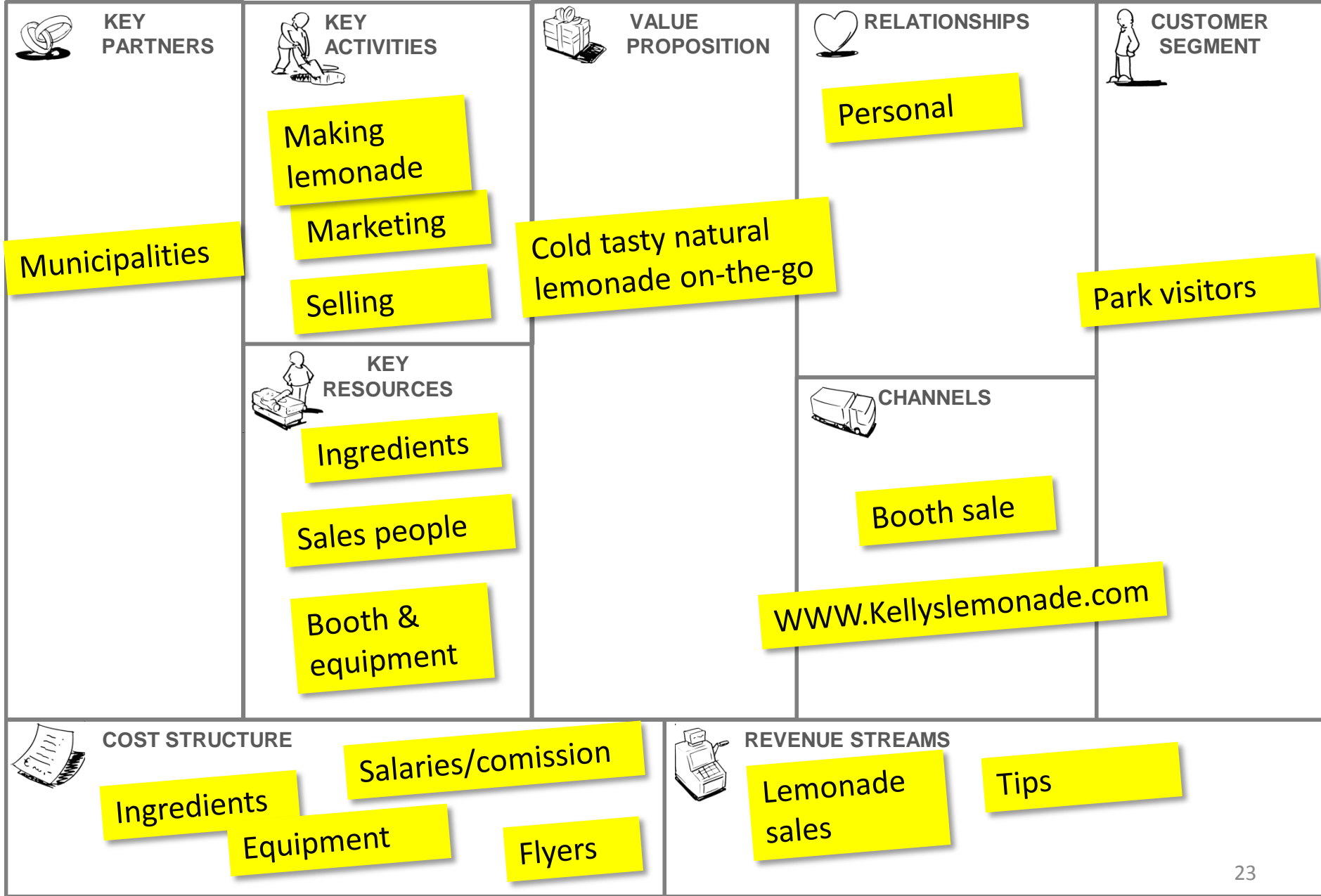
# Example 2



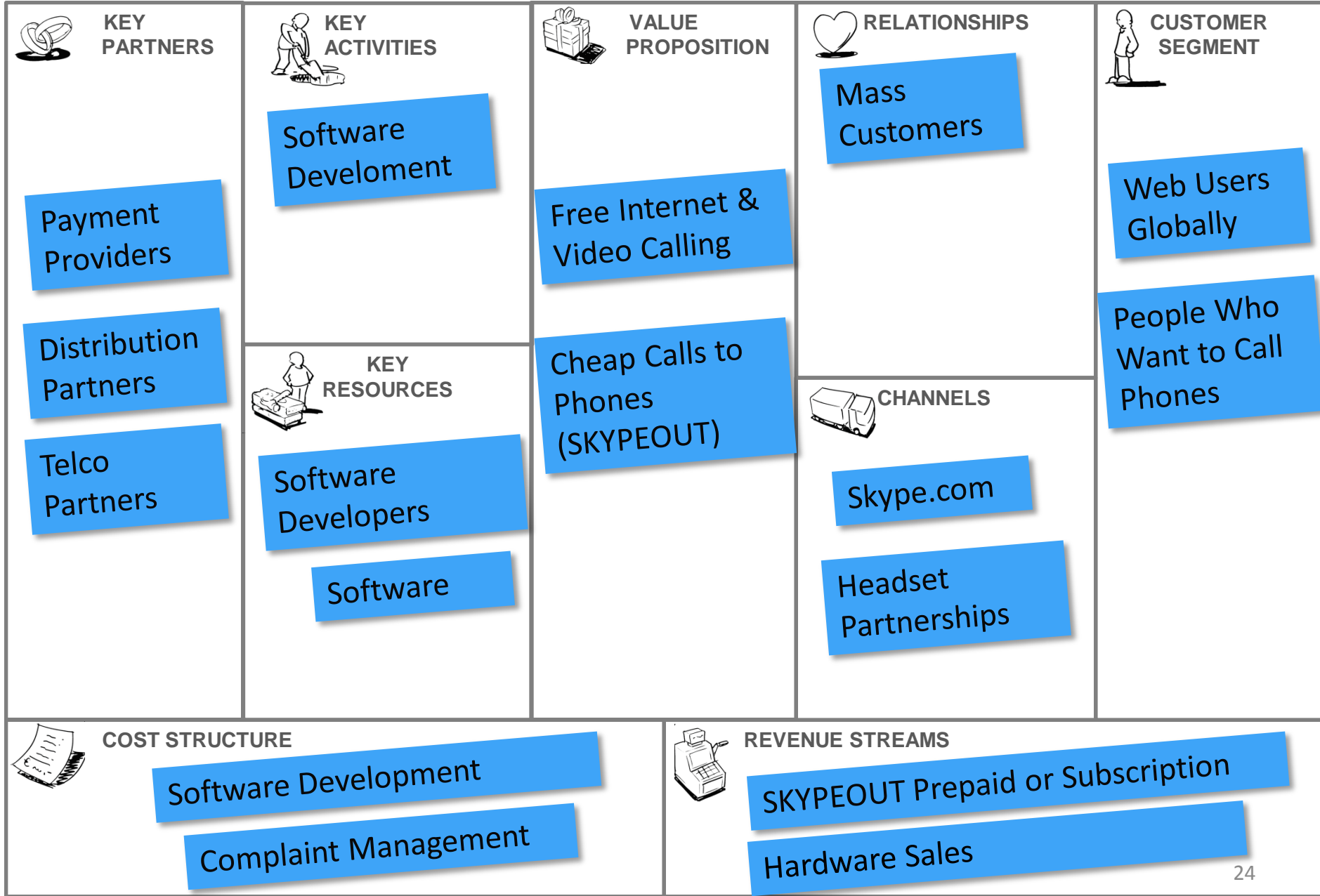
Affordable VOIP calls



# Kelly's Lemonade Stand: Refreshing Lemonade



# Skype





## Example 3

The logo for Flickr, featuring the word "flickr" in a lowercase, sans-serif font. The letters "f", "l", "i", "c", "k", and "r" are blue, while the letter "r" is pink. A small "TM" trademark symbol is positioned to the upper right of the pink "r".

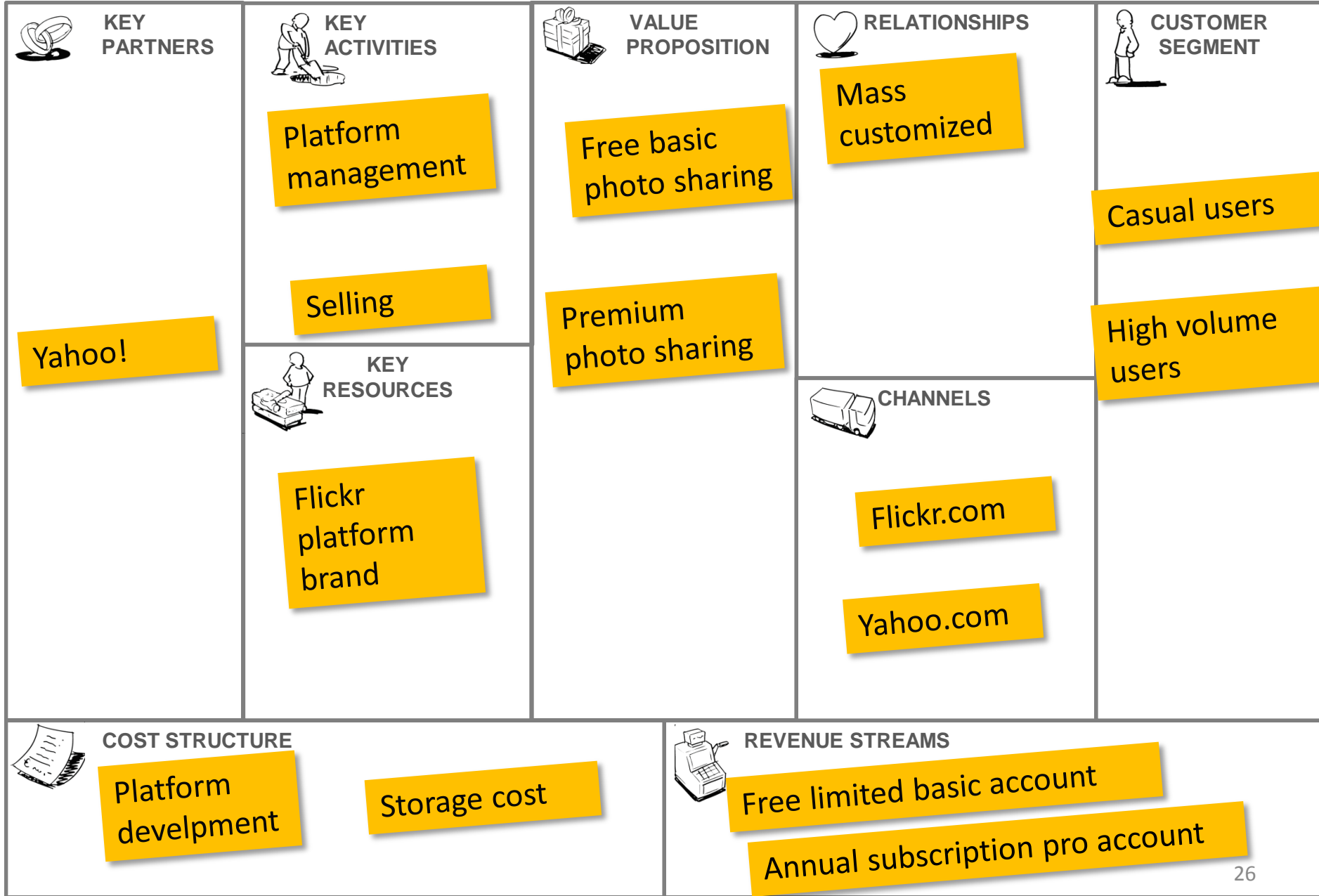
Photo sharing online

## Example 4

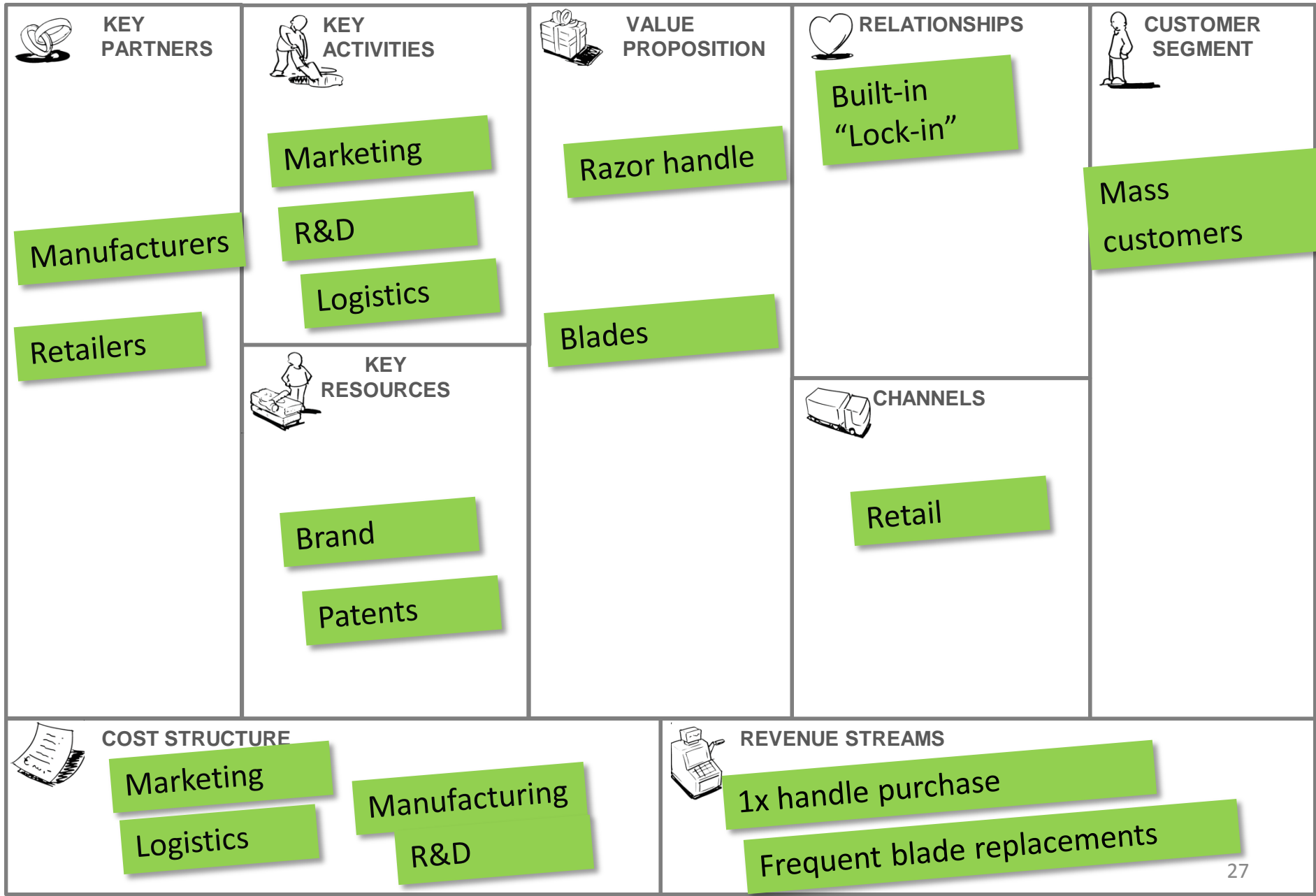
The logo for Gillette, featuring the word "Gillette" in a bold, italicized, sans-serif font. The letters are black, and a small registered trademark symbol (®) is located at the top right of the word.

Smooth shave for men & women

# Flickr: Photo Sharing



# Gillette: Razors & Blades





Break...

# GROUP WORKSHOP

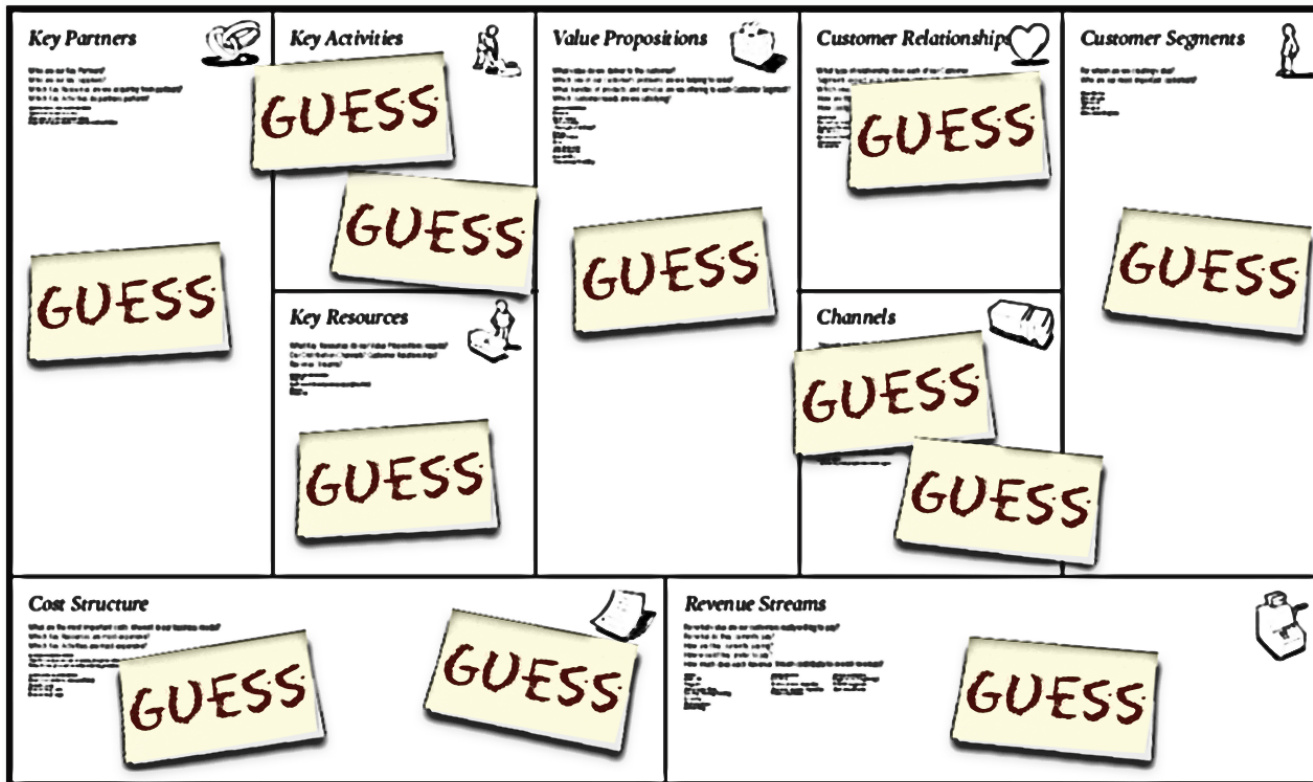


# GROUP WORKSHOP

1. Assemble in teams
2. Create canvas
3. Write key words on sticky notes
4. Place sticky notes on the canvas
5. Present your canvas

# Create a CANVAS

of your enterprise project





Break...



1

minute

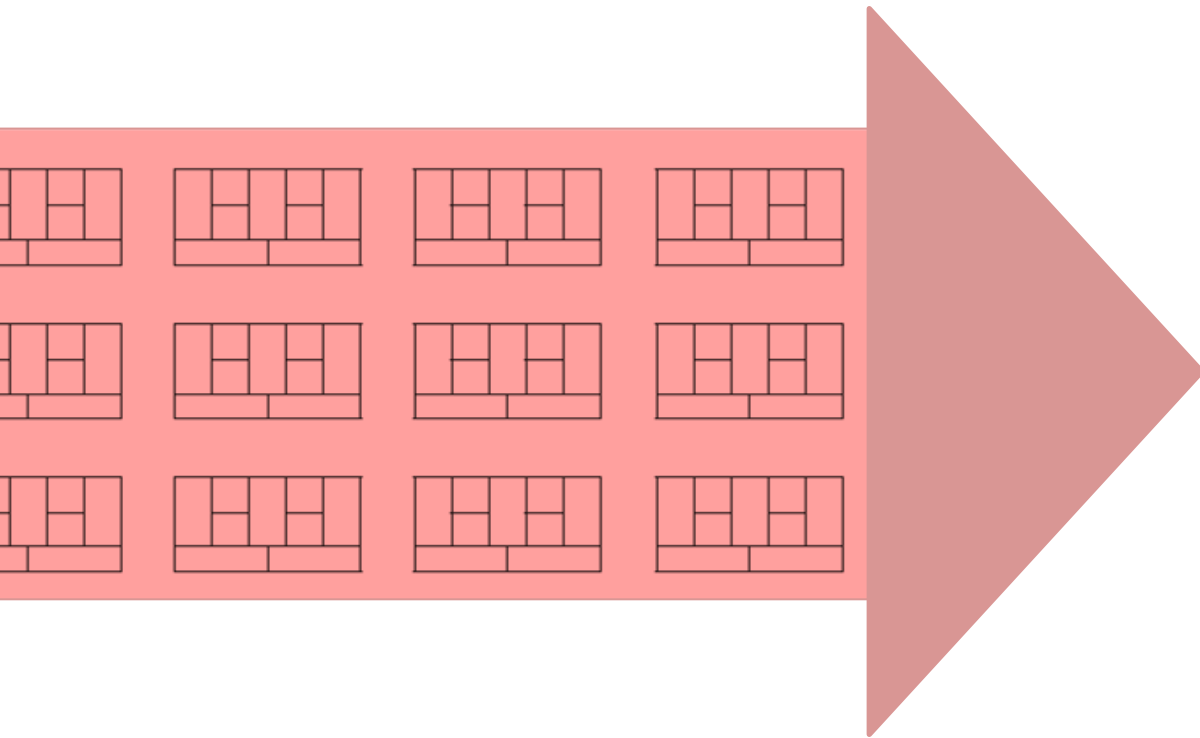
# *Presentations*






# Discussion

so what's beyond the  
**CANVAS?**



A background image showing a business meeting. In the upper half, a person in a dark suit is gesturing with their right hand while speaking. In the lower half, several hands are gathered around a table, looking at and pointing to a document. The document features a bar chart and the text 'Financial plan of company development' and 'Year 10-15'.

you need to validate your model assumptions with the customers until you get it right!



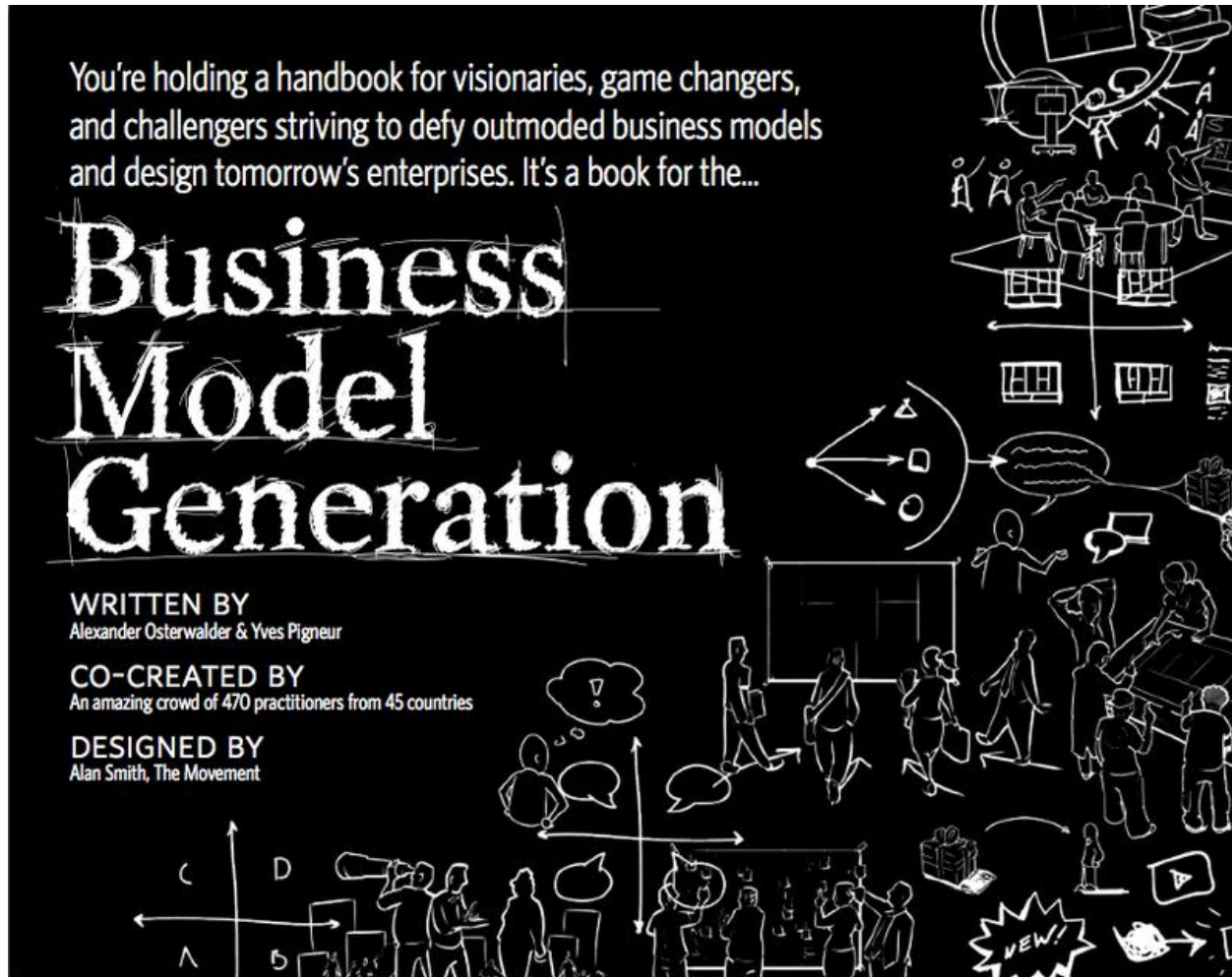
You're holding a handbook for visionaries, game changers,  
and challengers striving to defy outmoded business models  
and design tomorrow's enterprises. It's a book for the...

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WRITTEN BY  
Alexander Osterwalder & Yves Pigneur

CO-CREATED BY  
An amazing crowd of 470 practitioners from 45 countries

DESIGNED BY  
Alan Smith, The Movement



[www.BusinessModelGeneration.com](http://www.BusinessModelGeneration.com)

THANK  
YOU!



Emad Saif

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