

The Business Model Canvas: An Introduction

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The Business Model Canvas

Who helps you
(Key Partners)



What you do
(Key Activities)



How you help
(Value Provided)



How you interact
(Customer
Relationships)



Who you help
(Customers)



**Who you are &
what you have**
(Key Resources)



**How they know
you & how you
deliver** (Channels)

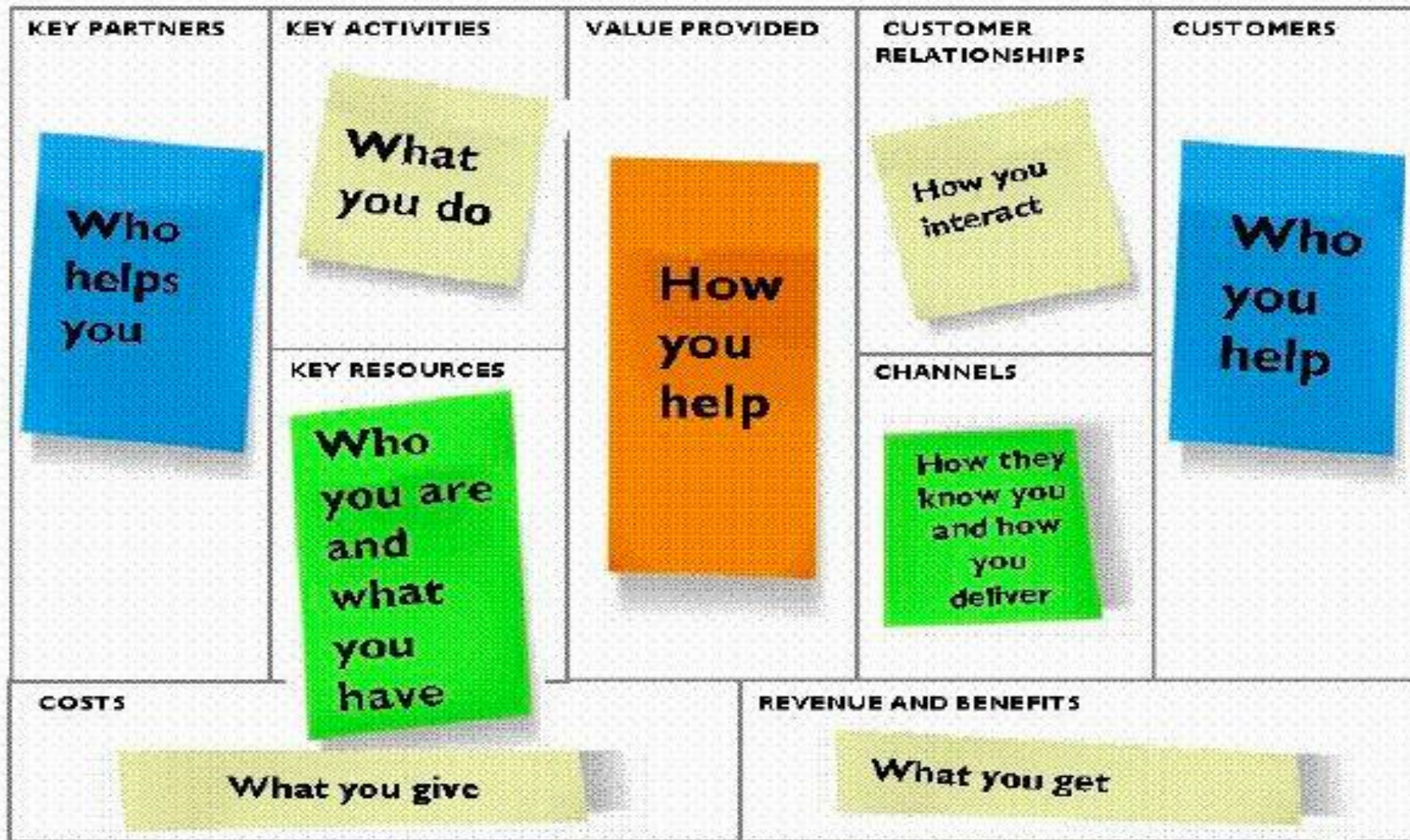


What you give (Costs)

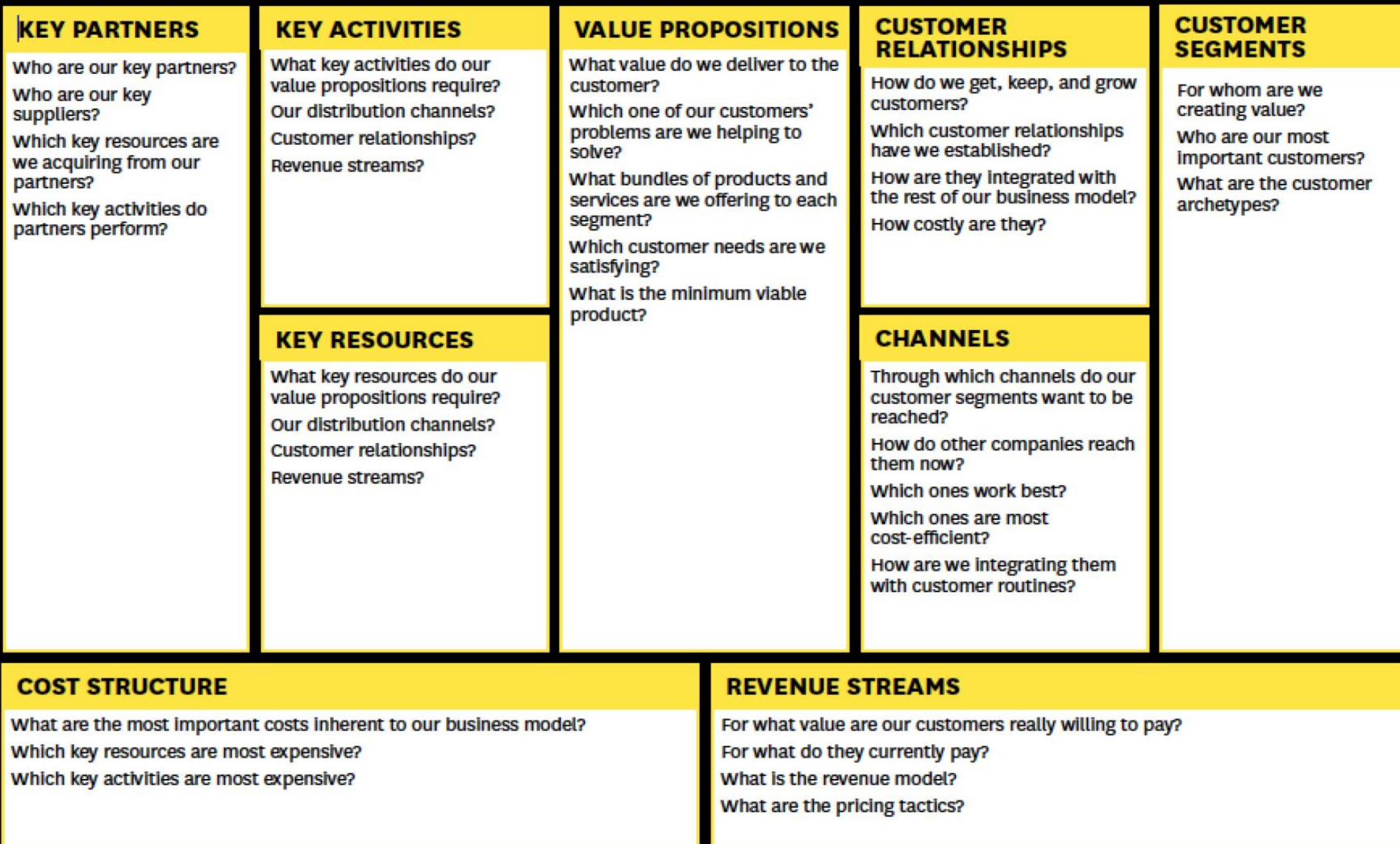


What you get (Revenue and Benefits)





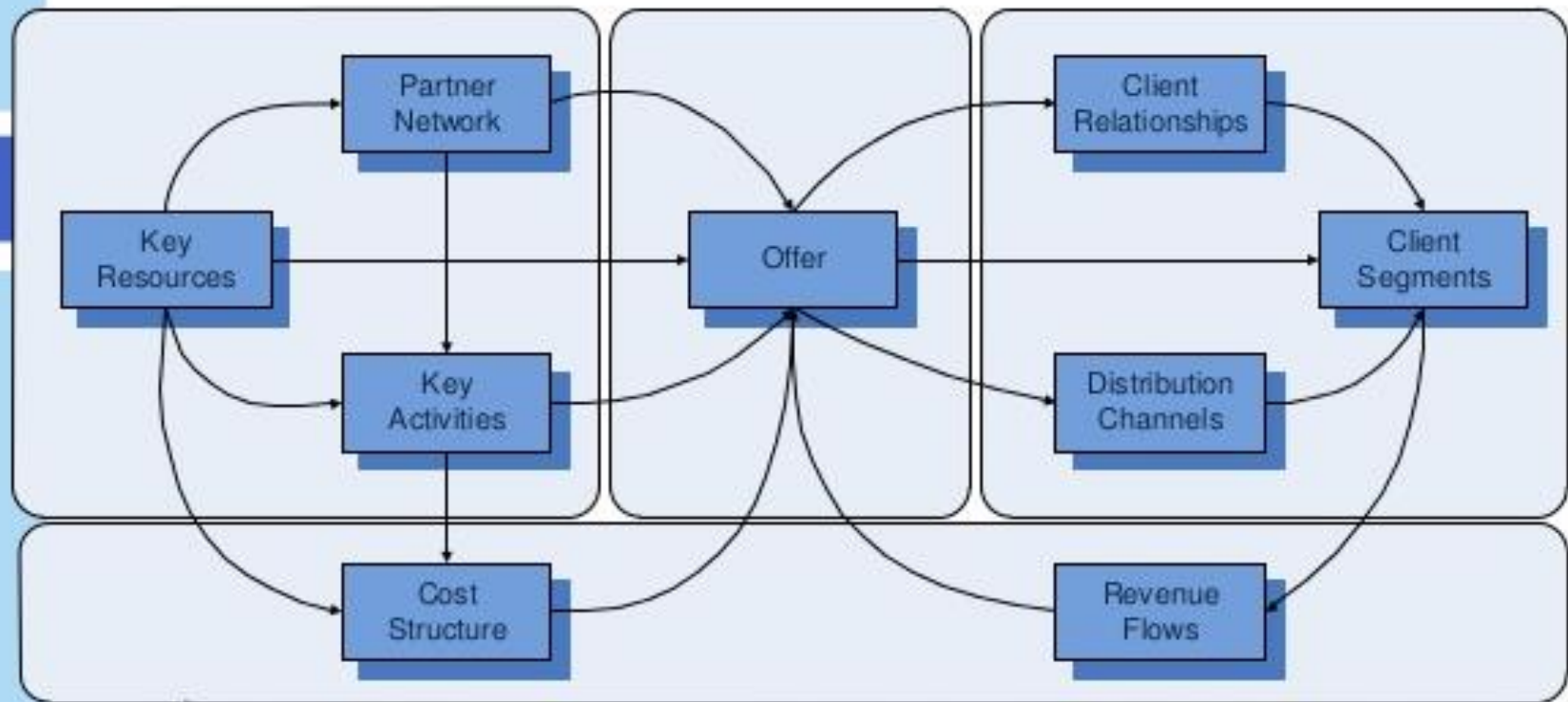
BusinessModelGeneration.com



SOURCE WWW.BUSINESSMODELGENERATION.COM/CANVAS. CANVAS CONCEPT DEVELOPED BY ALEXANDER OSTERWALDER AND YVES PIGNEUR.

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How the Nine Elements Relate



The mix of products and services that create value for market segment members **but also providing benefit to society**

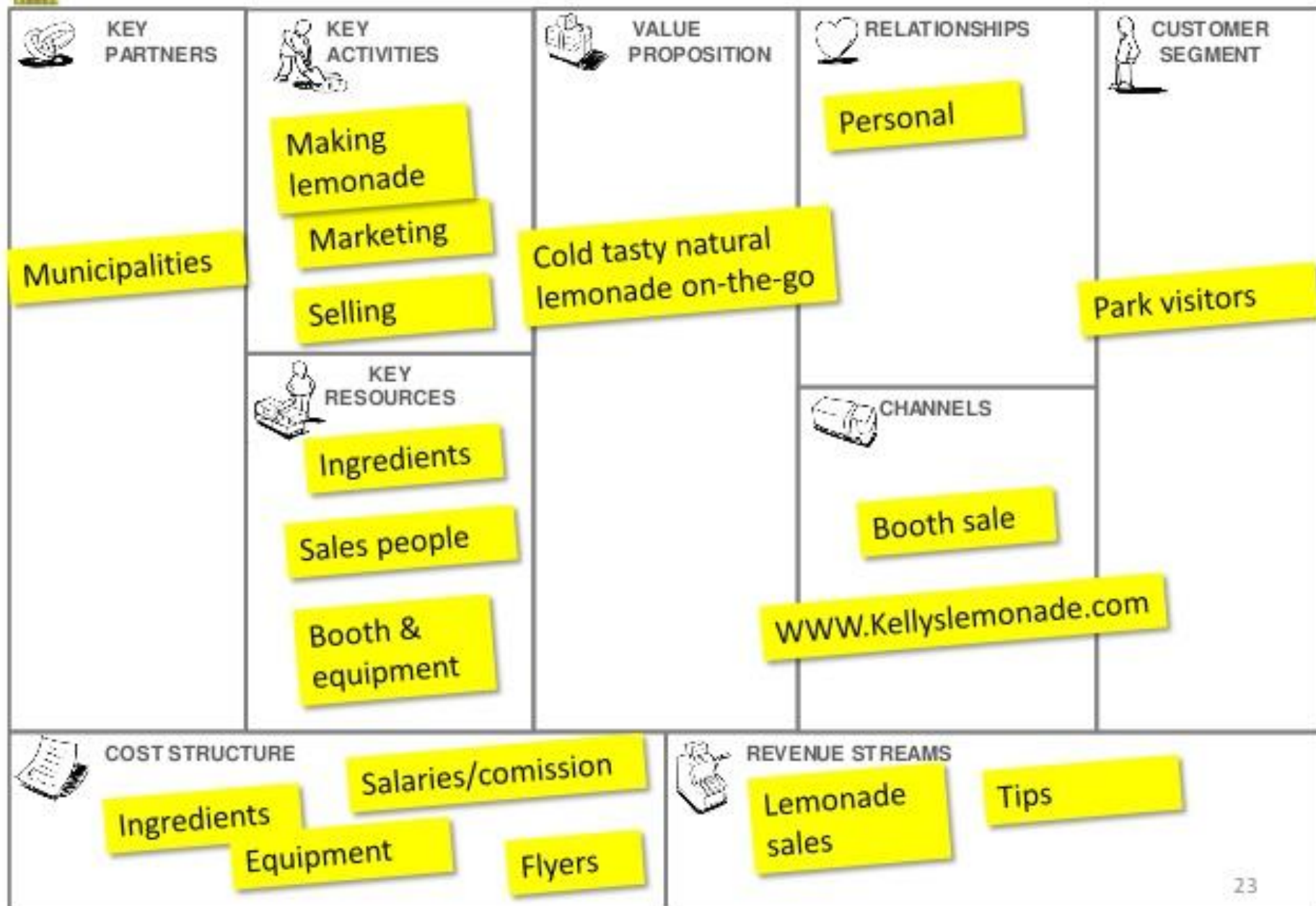
- New or disruptive offer
- Additional properties or characteristics:

Value Details:

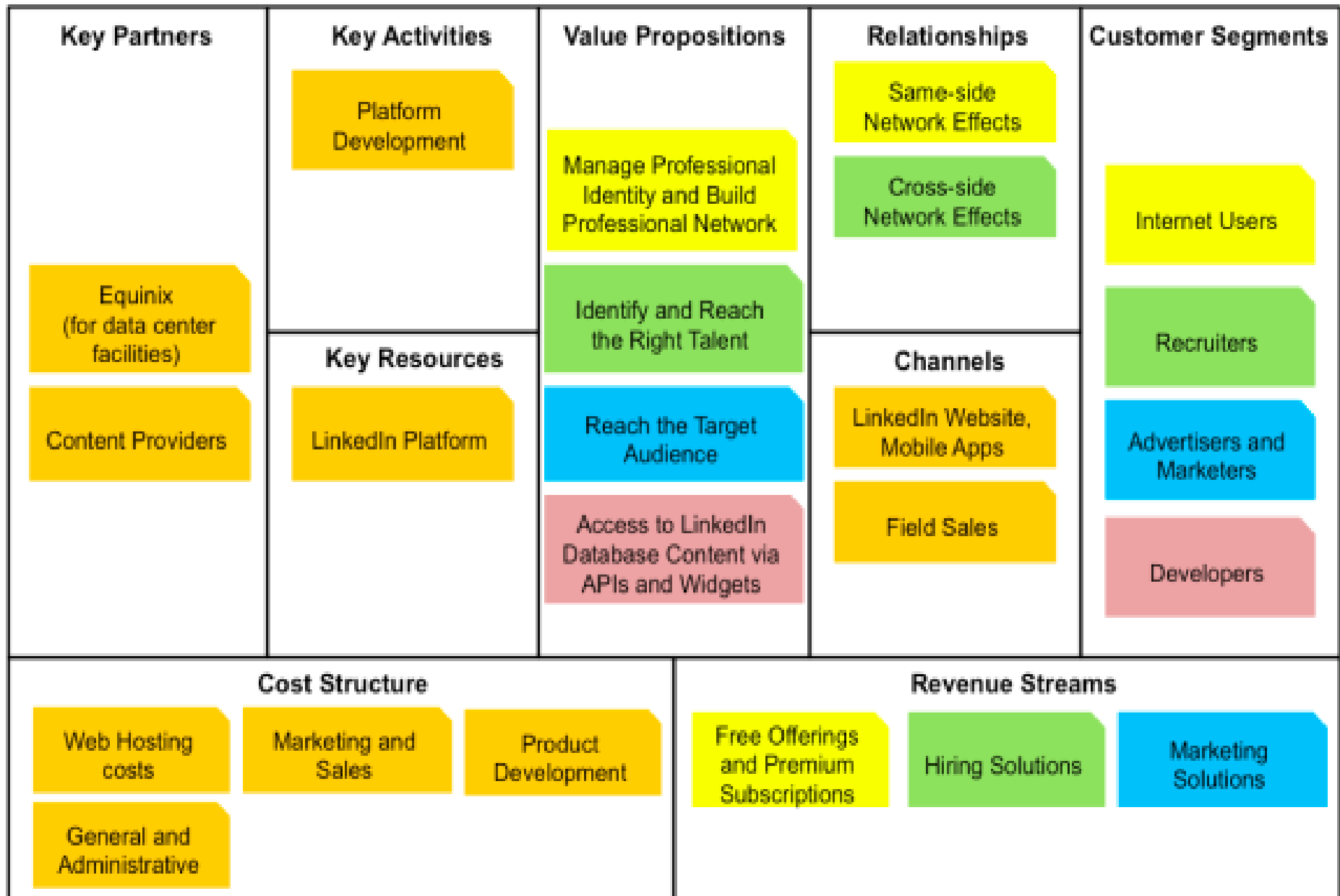
- New needs or requirements
- better performance,
- Adaptation to requirements (customization)
- Service ("getting the job done")
- Planning
- Brand/Prestige
- Price
- Cost reduction
- Risk reduction
- Access
- Comfort/convenience
- ...



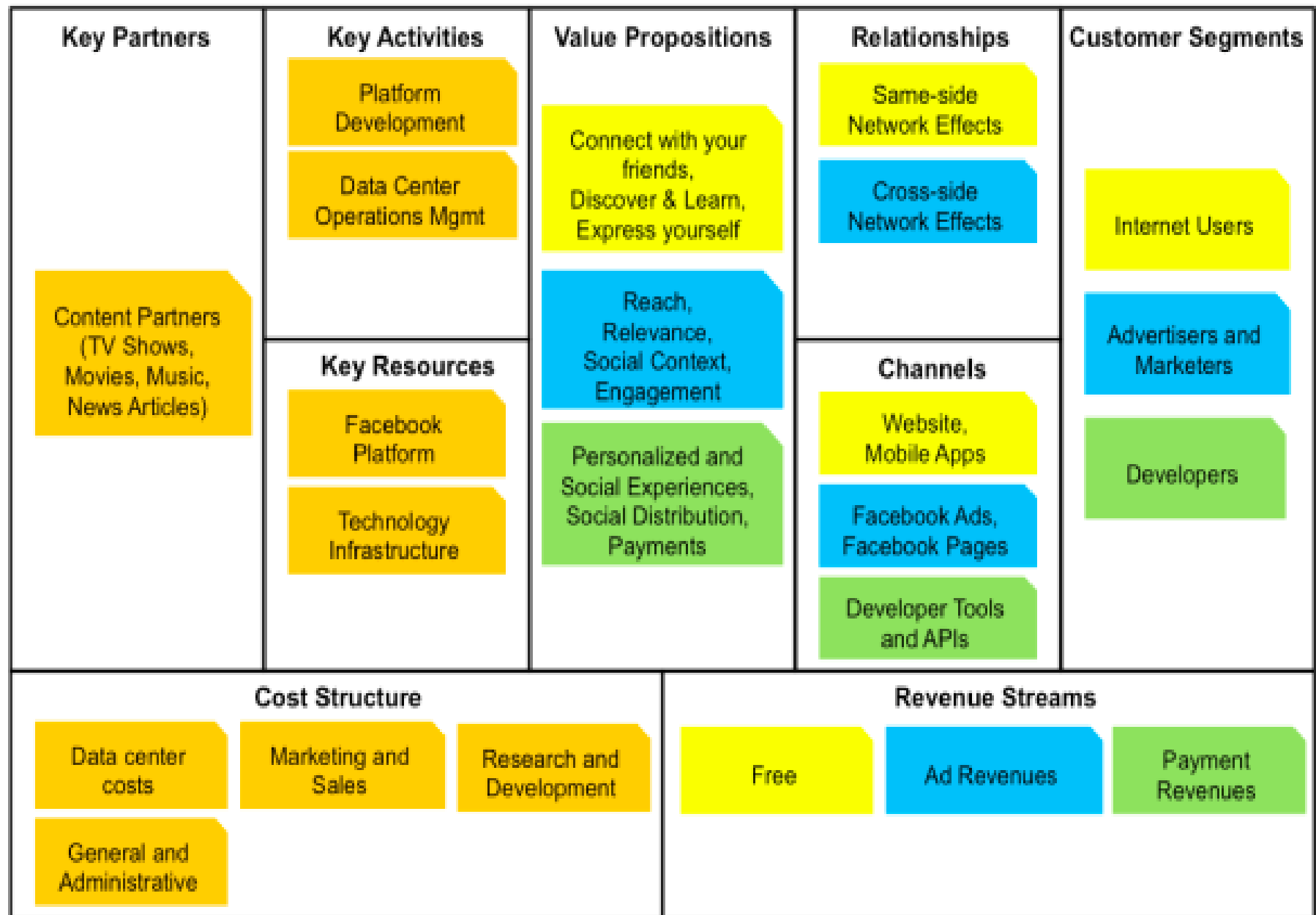
Kelly's Lemonade Stand: Refreshing Lemonade



LinkedIn – World's Largest Professional Network



Facebook – World's leading Social Networking Site (SNS)



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Worth it?
(reality check)
Do your calculations

- How many people have the problem we're solving?
- How important is the problem (how much is it costing them)?
- How much are they willing to pay to fix it?
- At what cost can we make it available?
- How many others can make it available?
- What is our competitive advantage?

Investment Readiness Level

Identify and Validate Metrics That Matter
Validate Value Delivery (Left side of Canvas)
Prototype High-Fidelity Min. Viable Product
Validate Revenue Model (Right side of Canvas)
Validate Product/Market Fit
Prototype Low-Fidelity Min. Viable Product
Problem / Solution Validation
Market Size/Competitive Analysis
Complete First-Pass Business Model Canvas



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Evaluating the Value Proposition: Strengths and Weaknesses

Value Proposition Assessment

+ —

 IMPORTANCE TO MY B.M. 1-10	Our Value Propositions are well aligned with customer needs	(5) (4) (3) (2) (1)	(1) (2) (3) (4) (5)	Our Value Propositions and customer needs are misaligned
	Our Value Propositions have strong network effects	(5) (4) (3) (2) (1)	(1) (2) (3) (4) (5)	Our Value Propositions have no network effects
	There are strong synergies between our products and services	(5) (4) (3) (2) (1)	(1) (2) (3) (4) (5)	There are no synergies between our products and services
	Our customers are very satisfied	(5) (4) (3) (2) (1)	(1) (2) (3) (4) (5)	We have frequent complaints

Thank you!

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