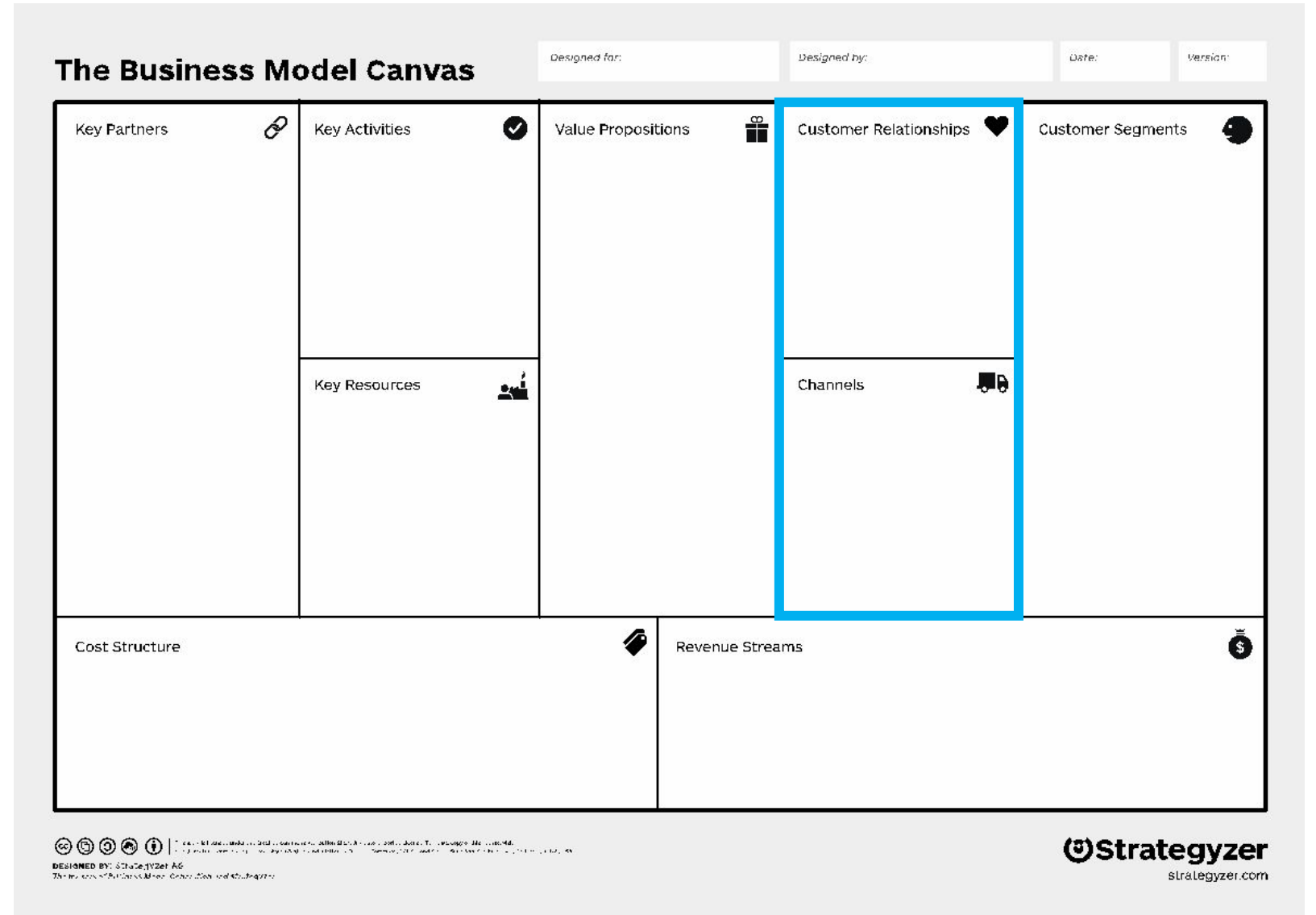


Nine Components of the Business Model Canvas

1. Customer Segments
2. Value Proposition
3. Channels
4. Customer Relationships
5. Key Partners
6. Key Resources
7. Key Activities
8. Key Partnerships
9. Cost Structure
10. Revenue Streams



Customer Relationships & Customer Channels

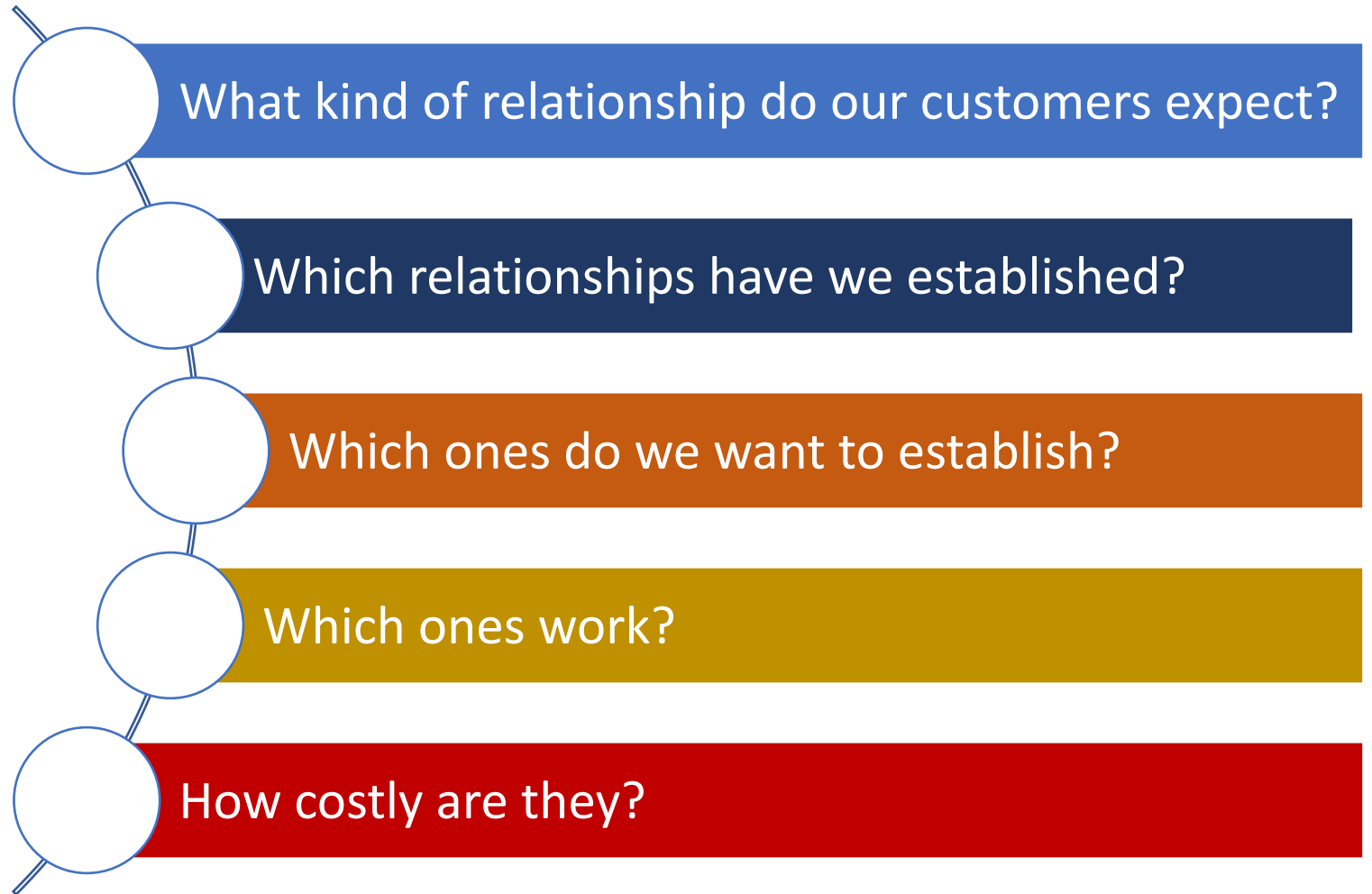
Lisa DeCarlo

David Mayo

Customer Relationships

Categories of relationships:

- Self-Service
- Automated Services
- Personal Assistance
- Dedicated Personal Assistance
- Community Exchange
- Collaborative – co-create



Exercise



What Relationships do the Brown Family Farm customers want?



Brainstorm before trying to complete the worksheet



Consolidate your ideas to complete the worksheet

Customer Channels

How do we touch our clients/segments?

- Which channel do our customer segments want to be reached?
- How are we reaching them now?
- How are the channels integrated?
- Which work best?
- Which are most cost-efficient?



Exercise



What Channels does the Brown Family Farm need to reach its customers?



Brainstorm before trying to complete the worksheet



Consolidate your ideas to complete the worksheet