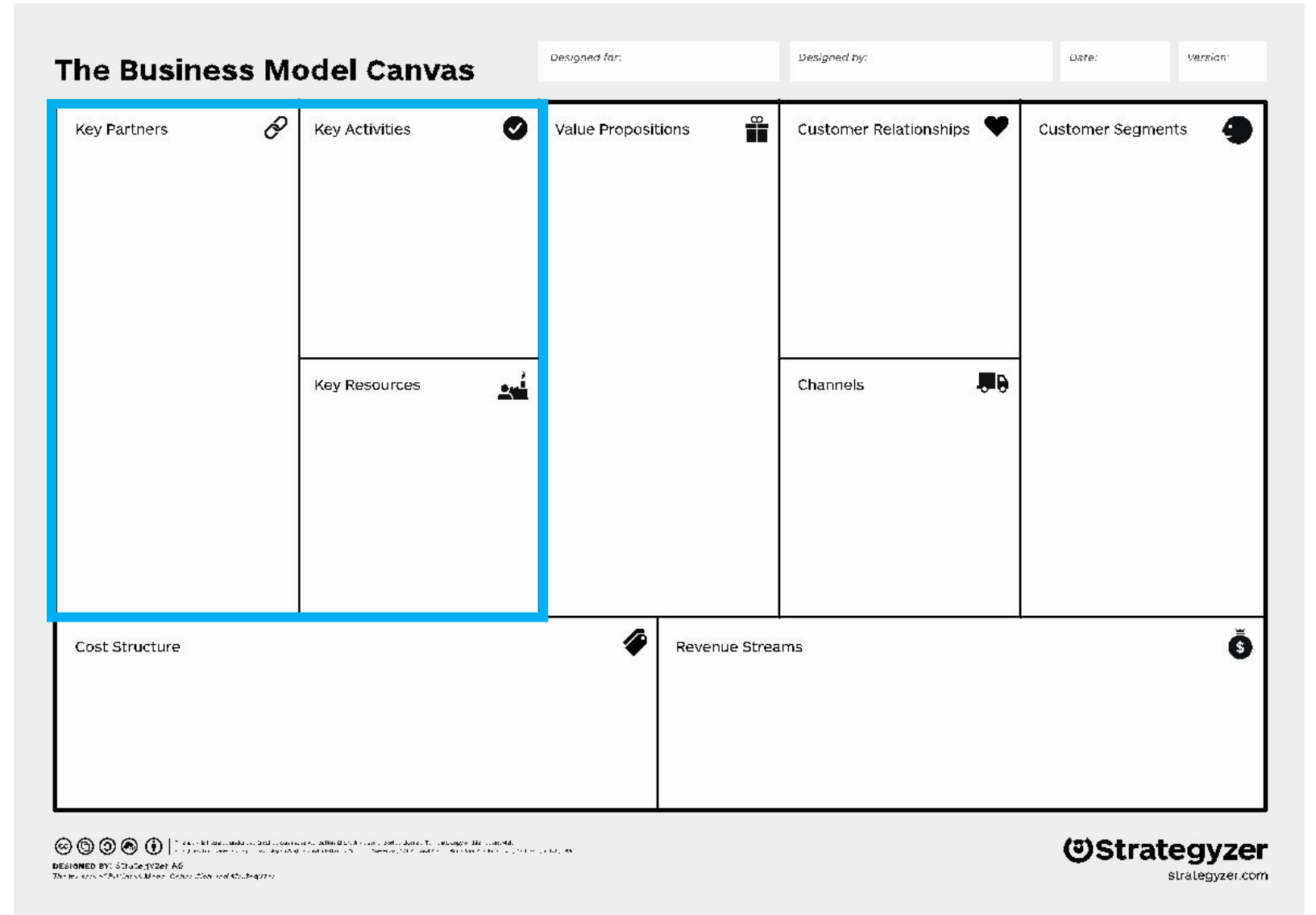


# Nine Components of the Business Model Canvas

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



# Key Partnerships, Resources, Activities

Lisa DeCarlo

David Mayo

# The Canvas: Left Side

## **Key Resources**

Most important assets required to offer and deliver the right side

## **Key Activities**

Most important activities you want to perform well

## **Partnerships**

Shows the network of suppliers and partners that bring external resources and activities

# Key Resources

The most important assets to make a business model work.



# Exercise



**What Key Resources do the Browns need in order to operate their business model?**



**Brainstorm before trying to complete the worksheet**



**Consolidate your ideas to complete the worksheet**

# Key Activities

- **The most important things a company must do to make a business model work.**
- **Key Questions:**
  - What activities do our Value Propositions require?
  - Our Distribution Channels?
  - Customer Relationships?
  - Revenue Streams?
- **Categories**
  - Production (manufacturing)
  - Problem solving (consultancies, hospitals, etc.)
  - Platform/network (eBay, Microsoft)

# Exercise



**What Key Activities does the Brown Family Farm need to perform in order to operate its business model?**



**Brainstorm before trying to complete the worksheet**



**Consolidate your ideas to complete the worksheet**

# Key Partnerships

- **The network of suppliers and partners that make a business model work.**
- **Key Questions:**
  - Who are our key partners?
  - Who are our key suppliers?
  - Which Key Resources are we acquiring from partners?
  - Which Key Activities do partners perform?



# Key Partnerships

## Four basic types:

- Strategic alliances between non-competitors
- “Coopetition”: Strategic relationship between competitors
- Joint ventures to develop new business
- Buyer-supplier relationships to assure reliable supply

## Three motivations:

1. Optimization and economies of scale
2. Reduction of risk and uncertainty
3. Acquisition of particular resources and activities

# Exercise



**What Key Partnerships does the Brown Family Farm need in order to operate its business model?**



**Brainstorm before trying to complete the worksheet**



**Consolidate your ideas to complete the worksheet**