

BUSINESS MODEL CANVAS

After completion of the GSC you may apply the most widely used tool for business modelling called Business Model Canvas (BMC) created by Osterwalder and Pigneur (2010). The information produced in GSC now can be transferred to respective nine blocks of BMC. The advantage of transferring GSC information to traditional BMC is that it provides a clear and comprehensive business model overview in a single visual format.

THE BUSINESS MODEL CANVAS

KEY PARTNERS

Who are our key partners?

KEY ACTIVITIES

What key activities do our value propositions require?

VALUE PROPOSITIONS

What value do we deliver to the customer?

CUSTOMER RELATIONSHIPS

what type of relationship does each of our customer segments expect us to establish and maintain with them?

CUSTOMER SEGMENTS

For whom are we creating value?

KEY RESOURCES

What Key resources do our value propositions require?

CHANNELS

through which channels do our customer segments want to be reached?

COST STRUCTURE

What are the most important costs inherent in our business model?

REVENUE STREAMS

For what value are our customers really willing to pay?