

# \_The Business Model Canvas



*To recap*

- ✓ Types of costs: fixed, variable, explicit, implicit, opportunity
- ✓ The cases of McDonald's & Amazon



*\_What is a business model?*



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



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It's all about VALUE (!!!)



*\_Making sure every needed step is thought*

The 9 building blocks (!)



Key partners

Key activities

Key resources

Value Propositions

Customer relationships

Channels

Customer Segments

Cost Structure

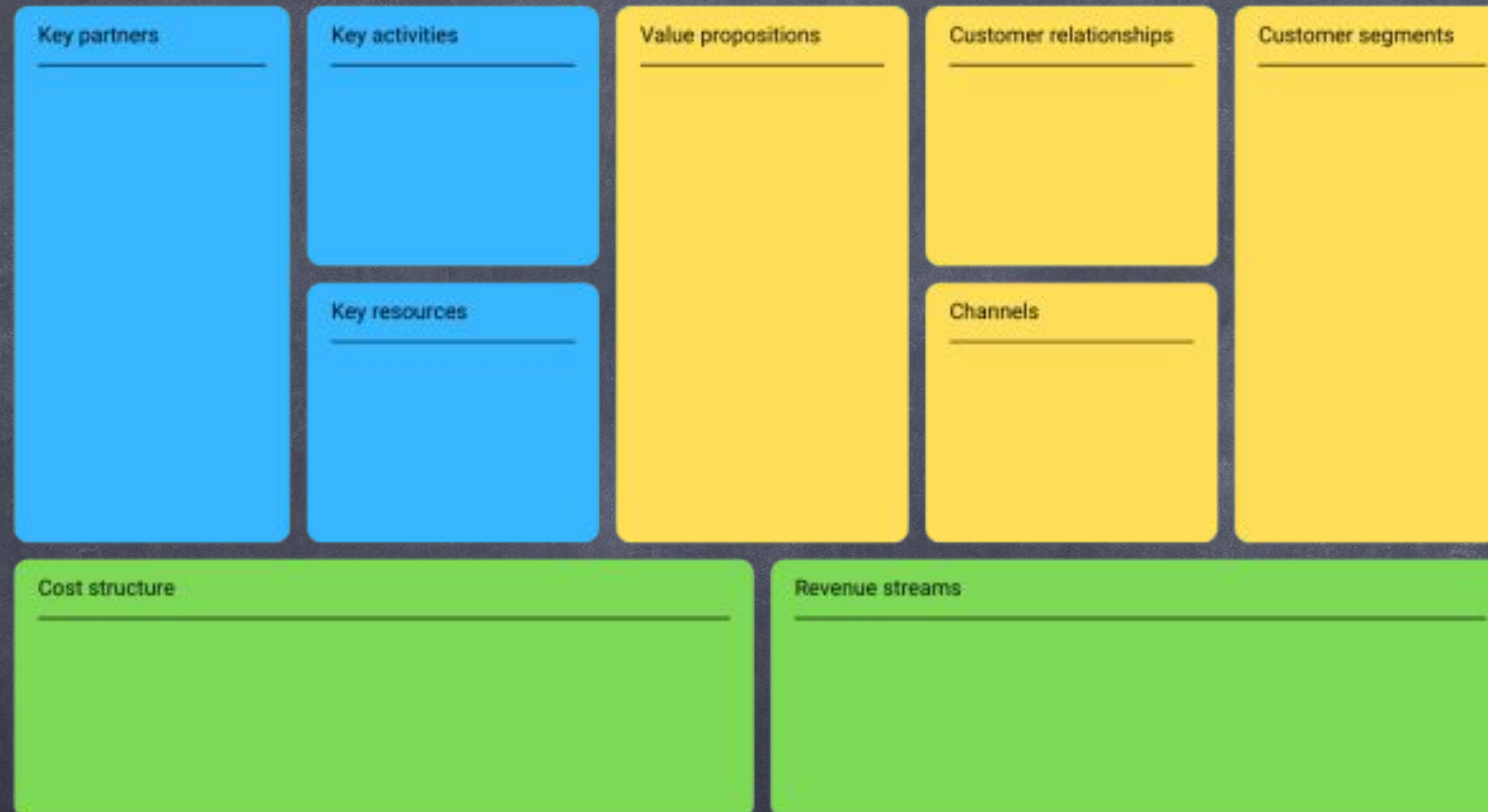
Revenue Streams



# *\_Framing it differently*

## Feasibility

Can we deliver it?



## Desirability

Do they want it?



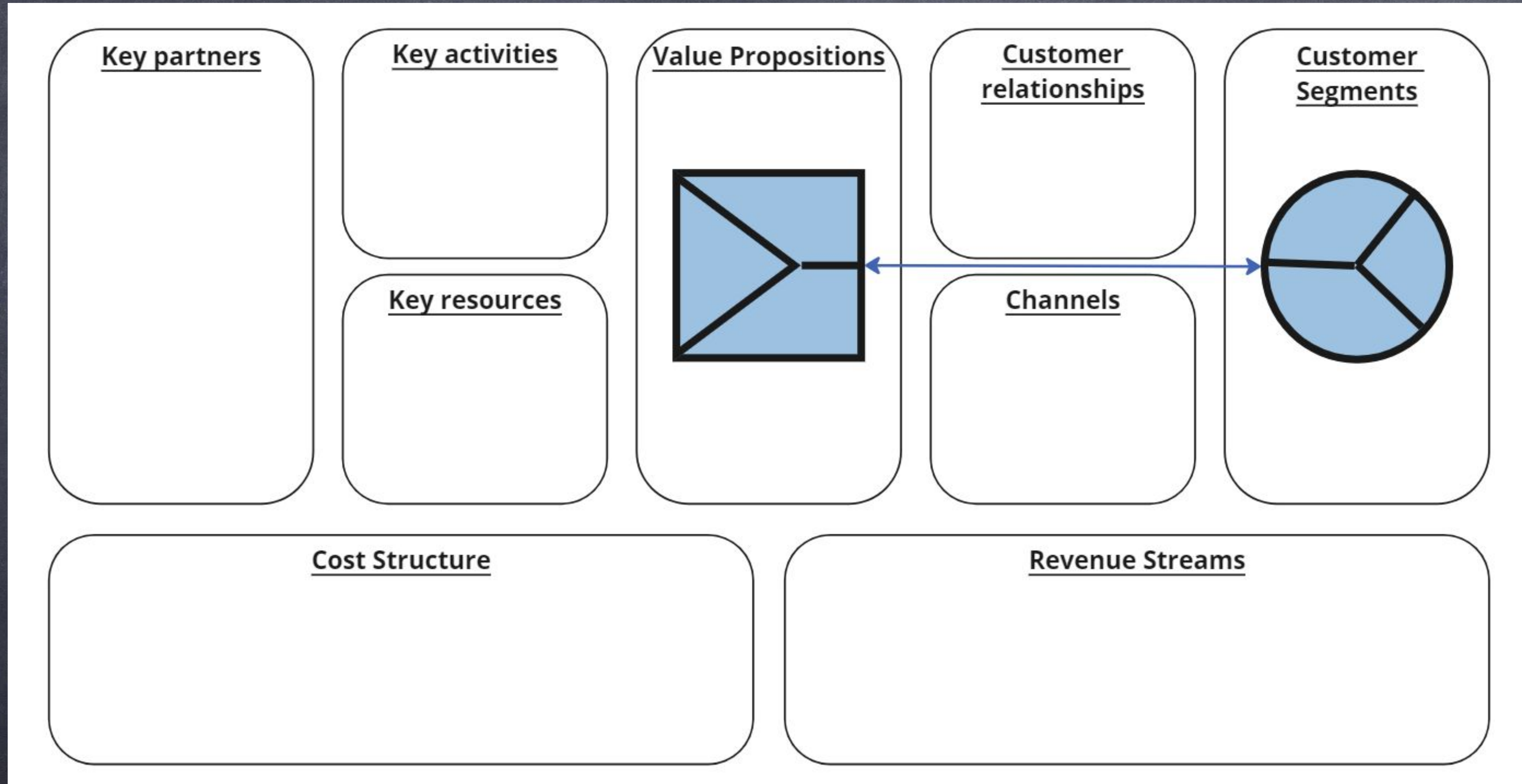
## Viability

Is it worth it?





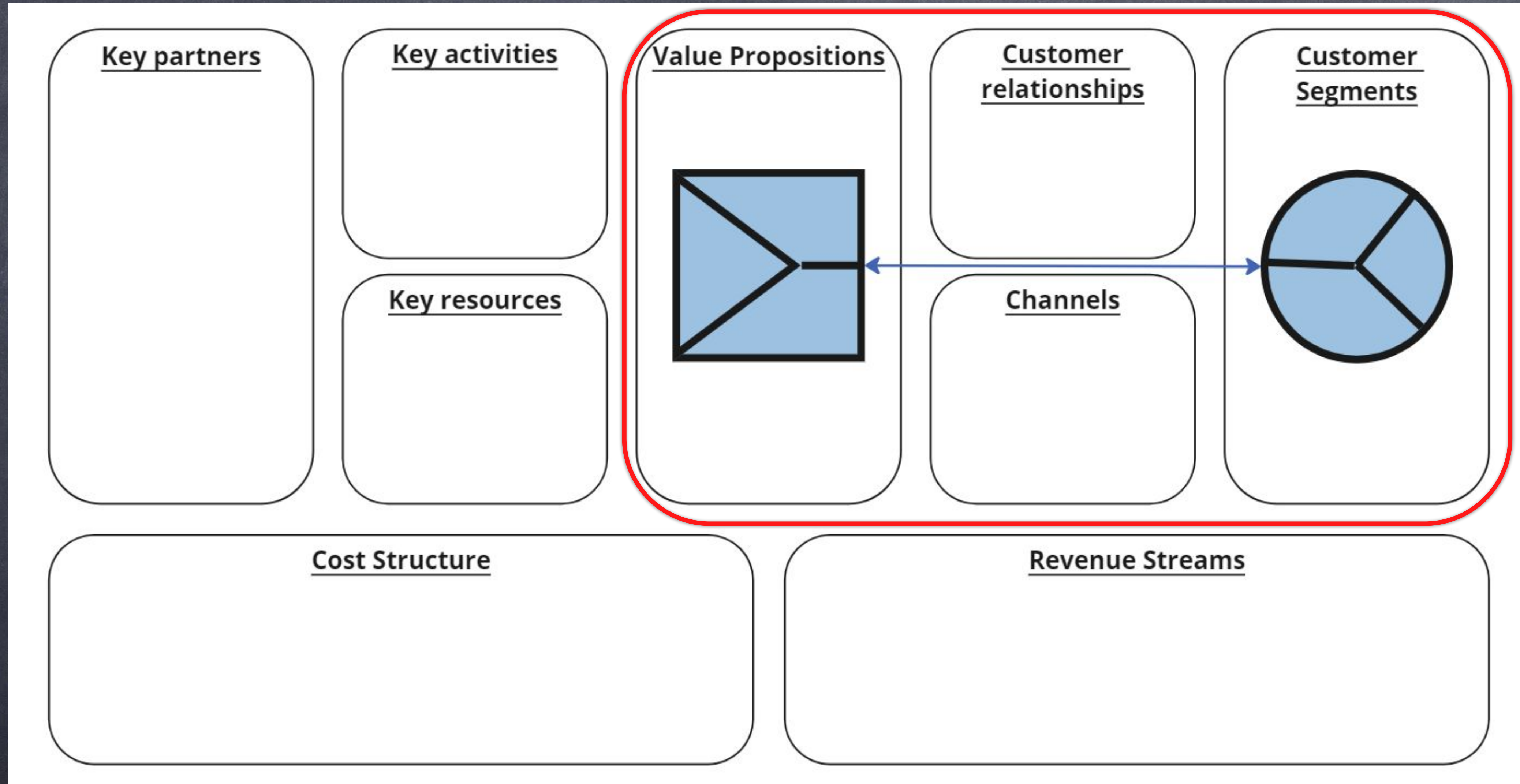
# BMC + VPC





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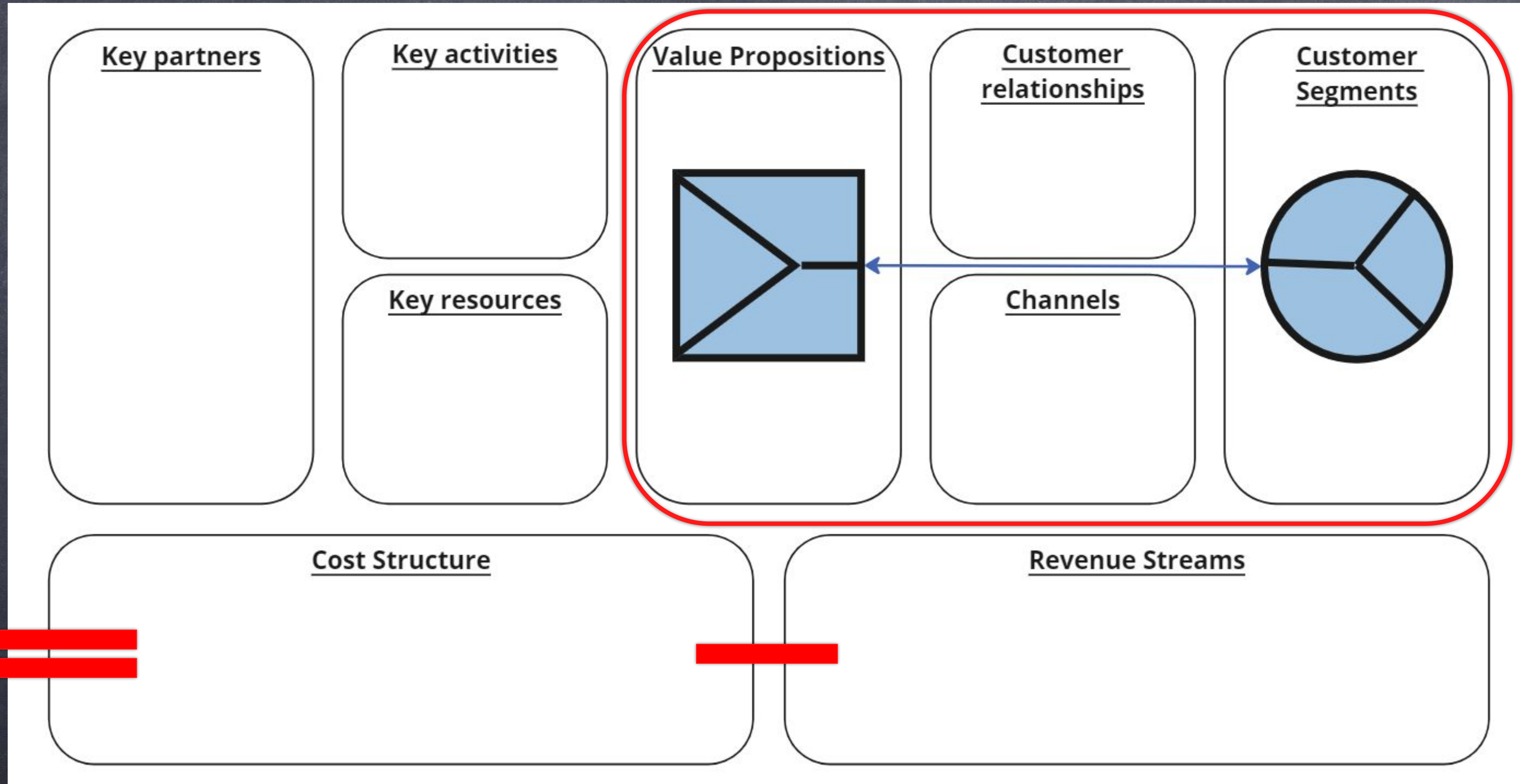
VPC





# BMC + VPC

VPC





Key activities:  
Are the most important activities an organization needs to perform well

Key partners

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Key resources



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Key resources:

The most important assets required to offer and deliver the previously described elements



Key partners

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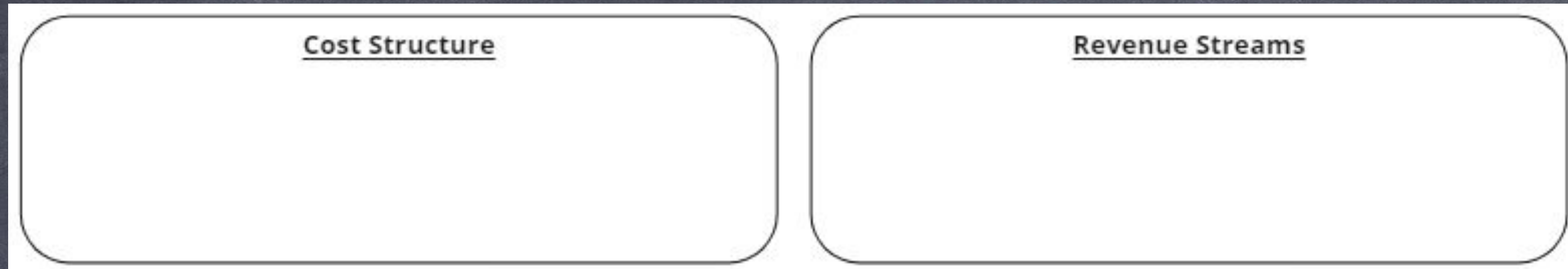
Key resources:

The most important assets required to offer and deliver the previously described elements

Key partners:

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

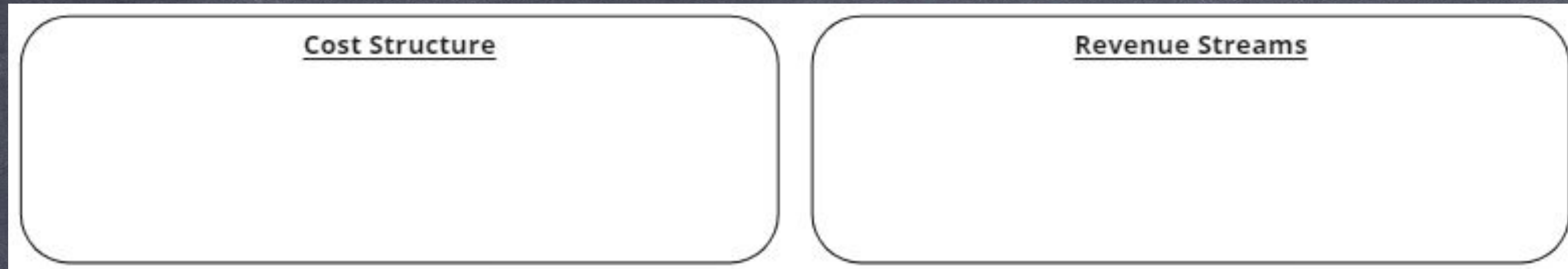




Cost structure:

Describes all costs incurred to operate a business model





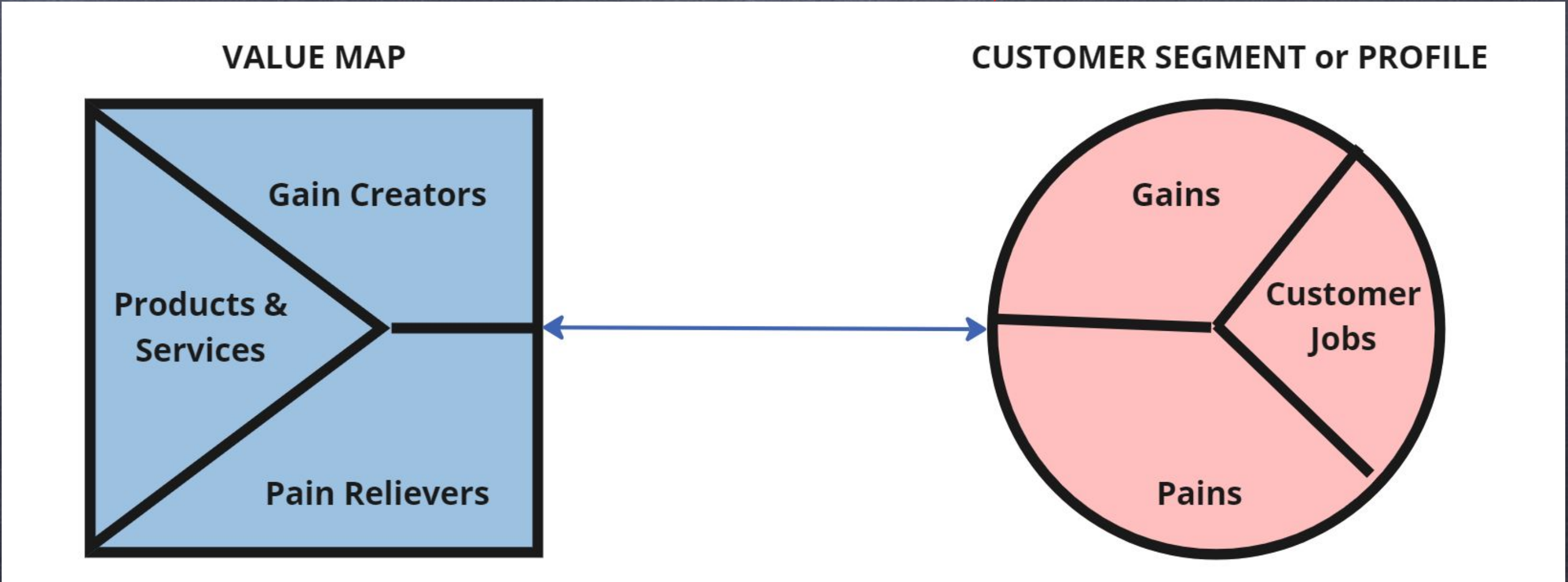
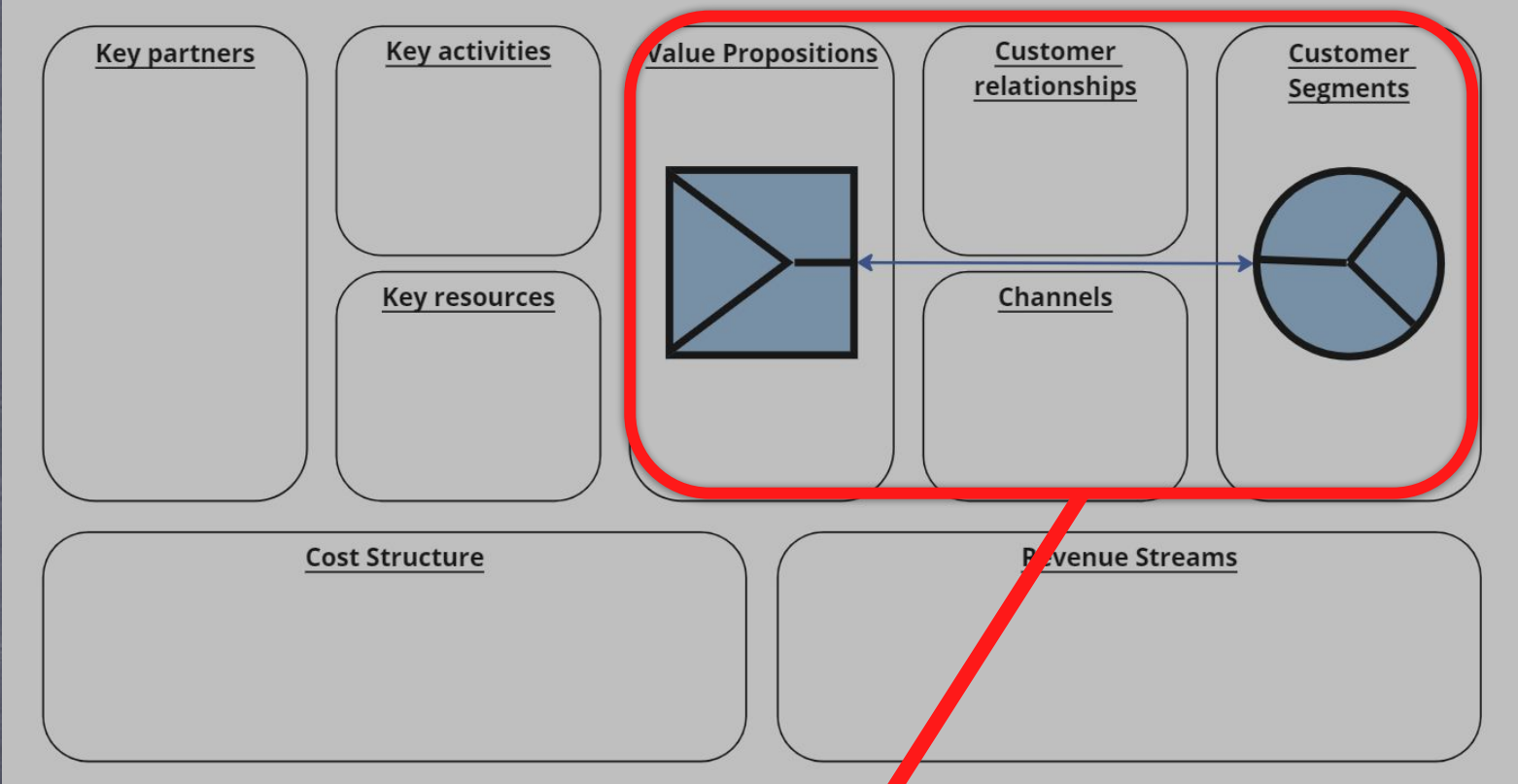
Cost structure:

Describes all costs incurred to operate a business model

Revenue streams:

Result from a value proposition successfully offered to a customer segment. It's how an organization captures value with a price that customers are willing to pay

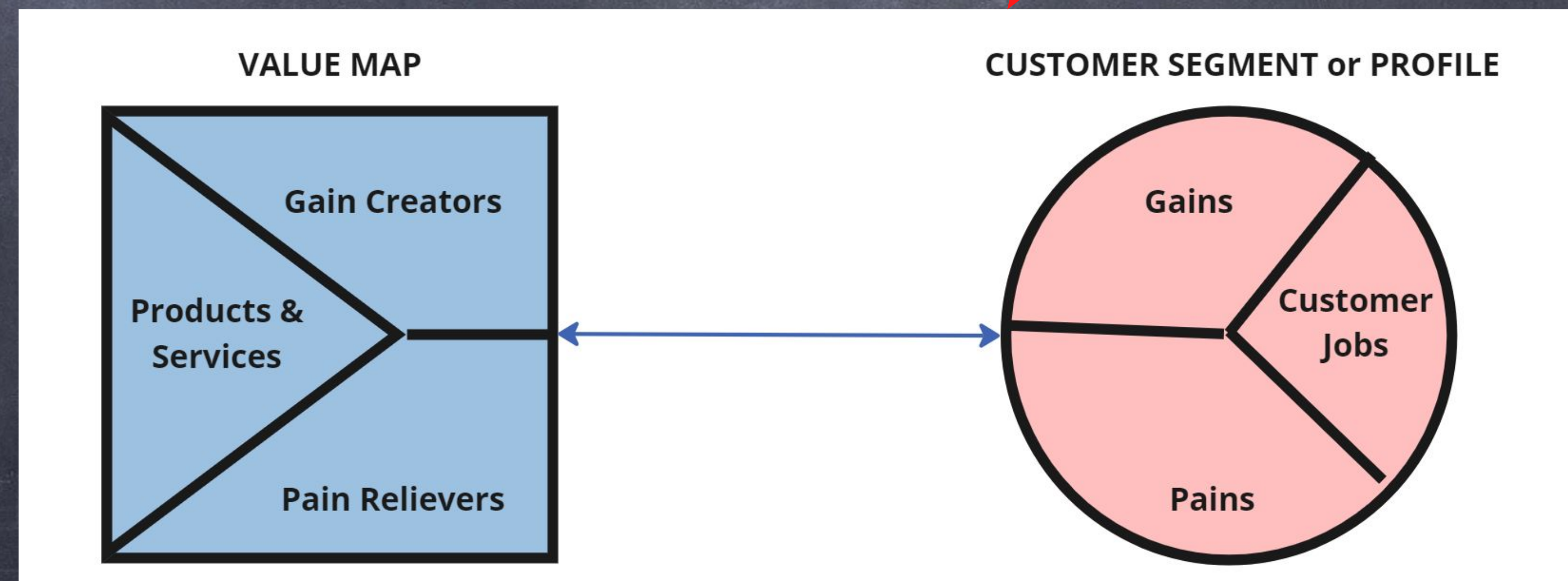
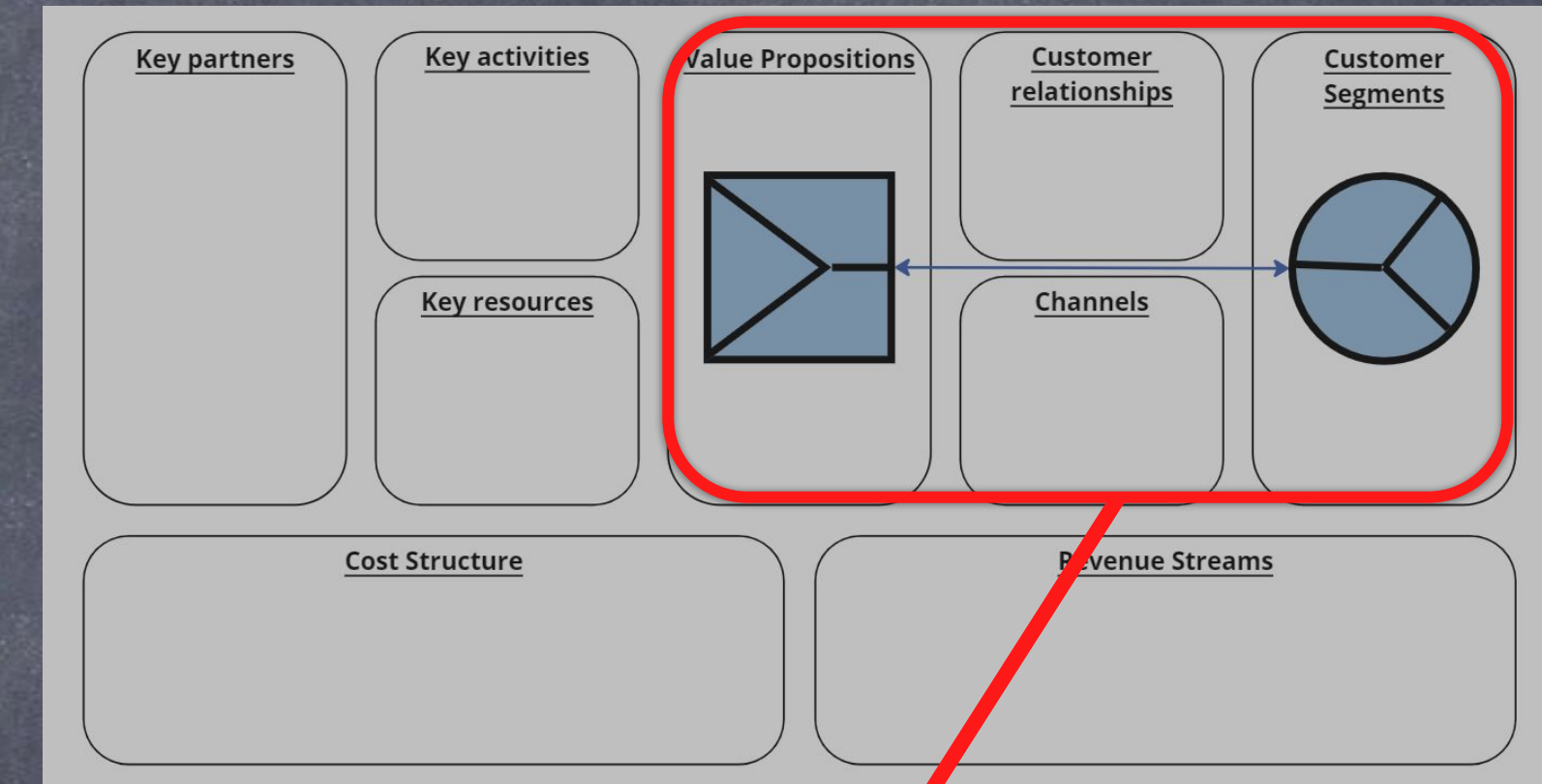






The VPC resides within the BMC. It allows you to observe customers, understand their characteristics and verify the market as well as understand how to create benefits that attract these customers, thereby creating value.

— VPC



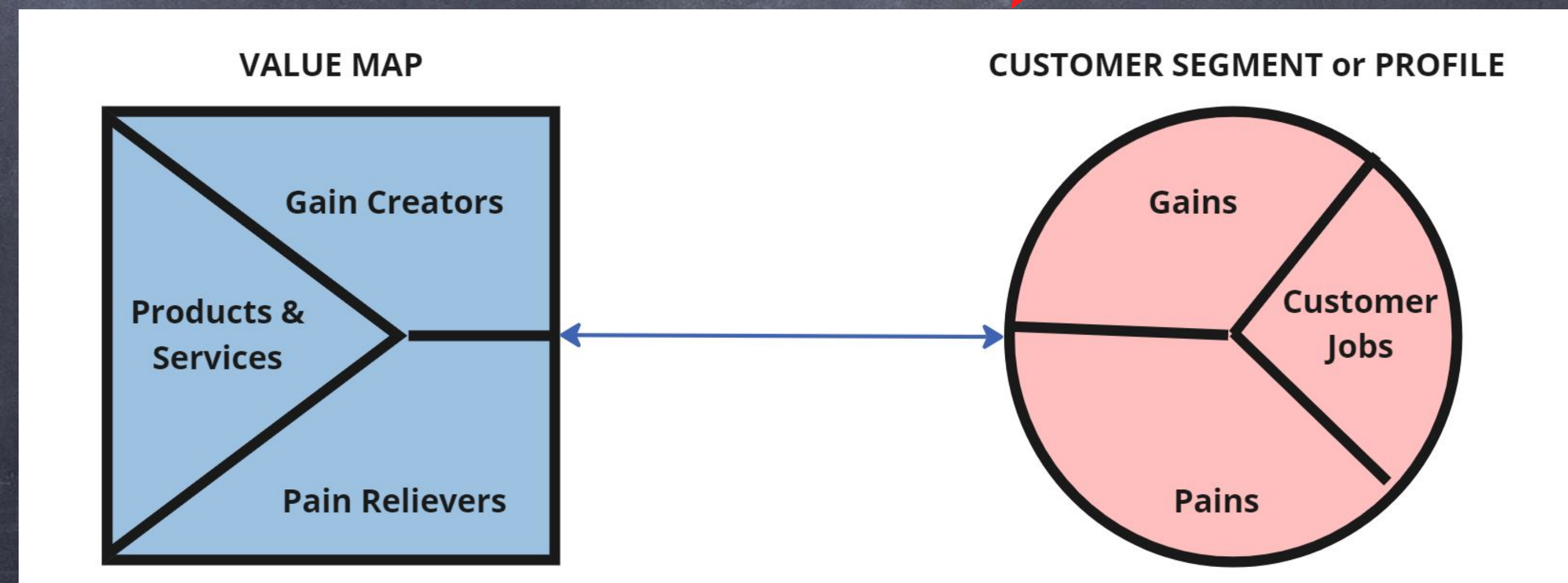
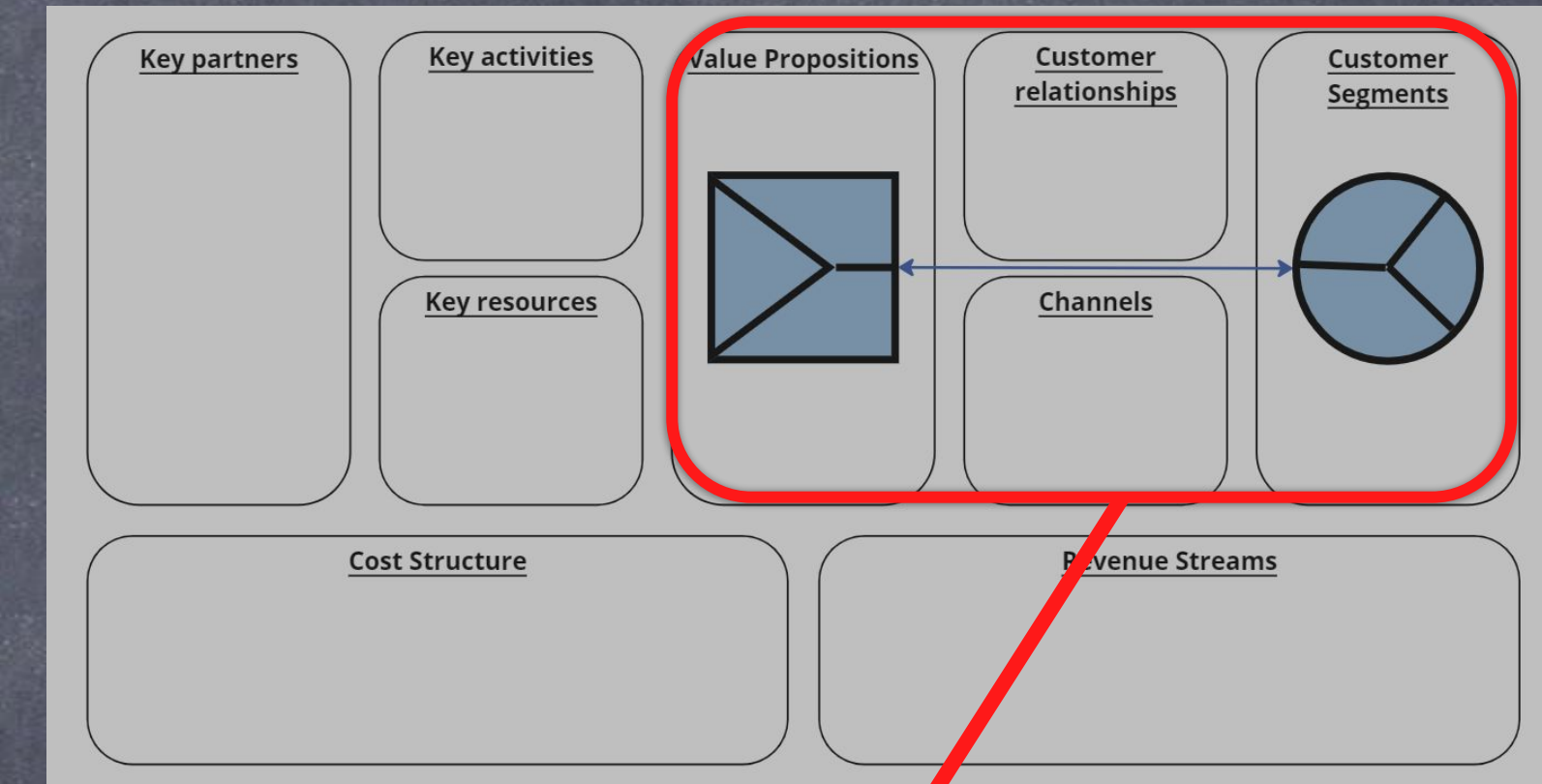


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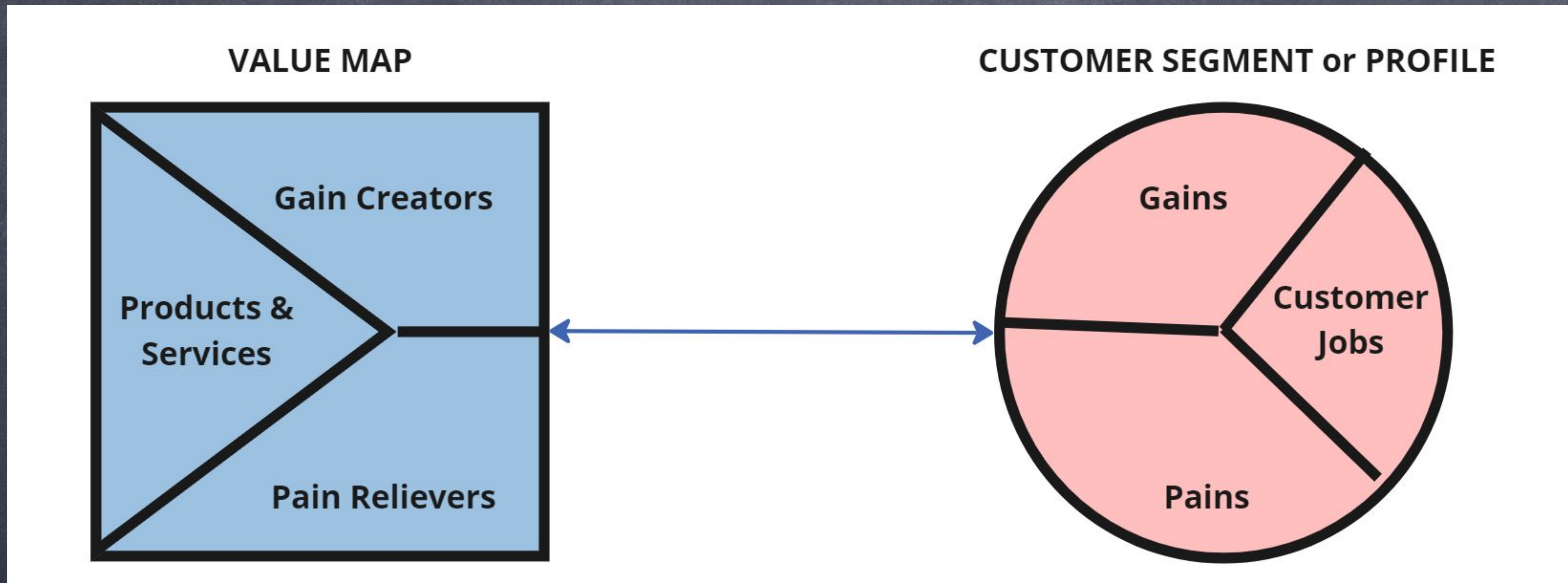
VPC

It has two sides:

1. With the Customer Segment or Profile where you describe who is your customer.
2. With the Value Map you describe how you intend to create value for that customer.

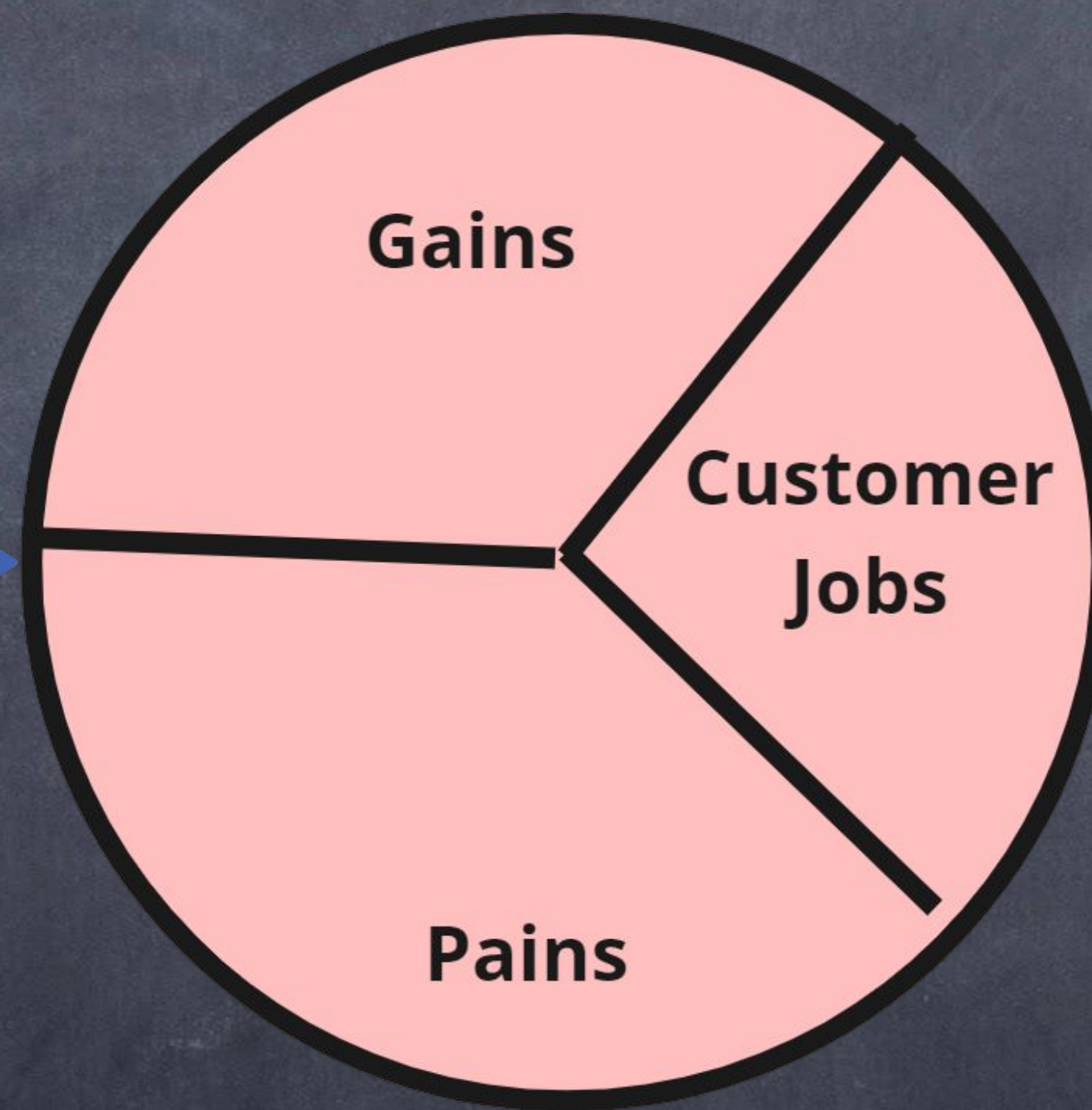








# VPC – Customer Segment

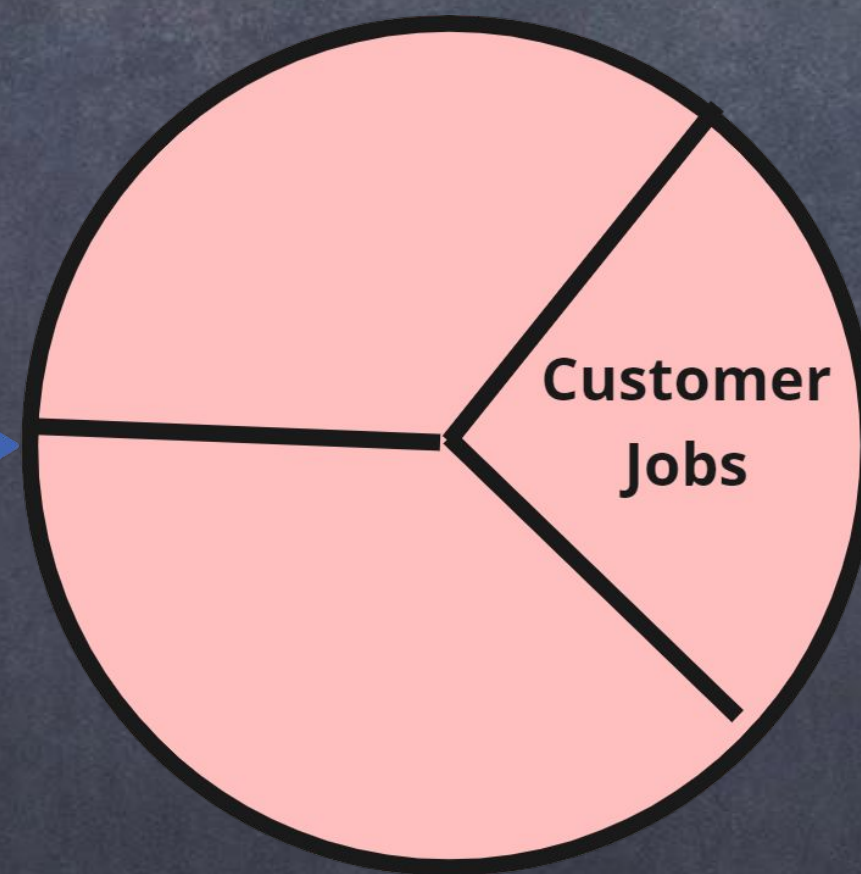


A description of what customers want to get resolved. These are tasks they are trying to perform or needs they need to satisfy.



# VPC – Customer Segment

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Functional jobs: the customer needs to perform a specific task that resolves a problem.

*Ex. “the customer needs to clean the house”*

Social jobs: the customer wants to look good, gain power or status.

*Ex. “the customer wants to convey an idea of success to the peers”*

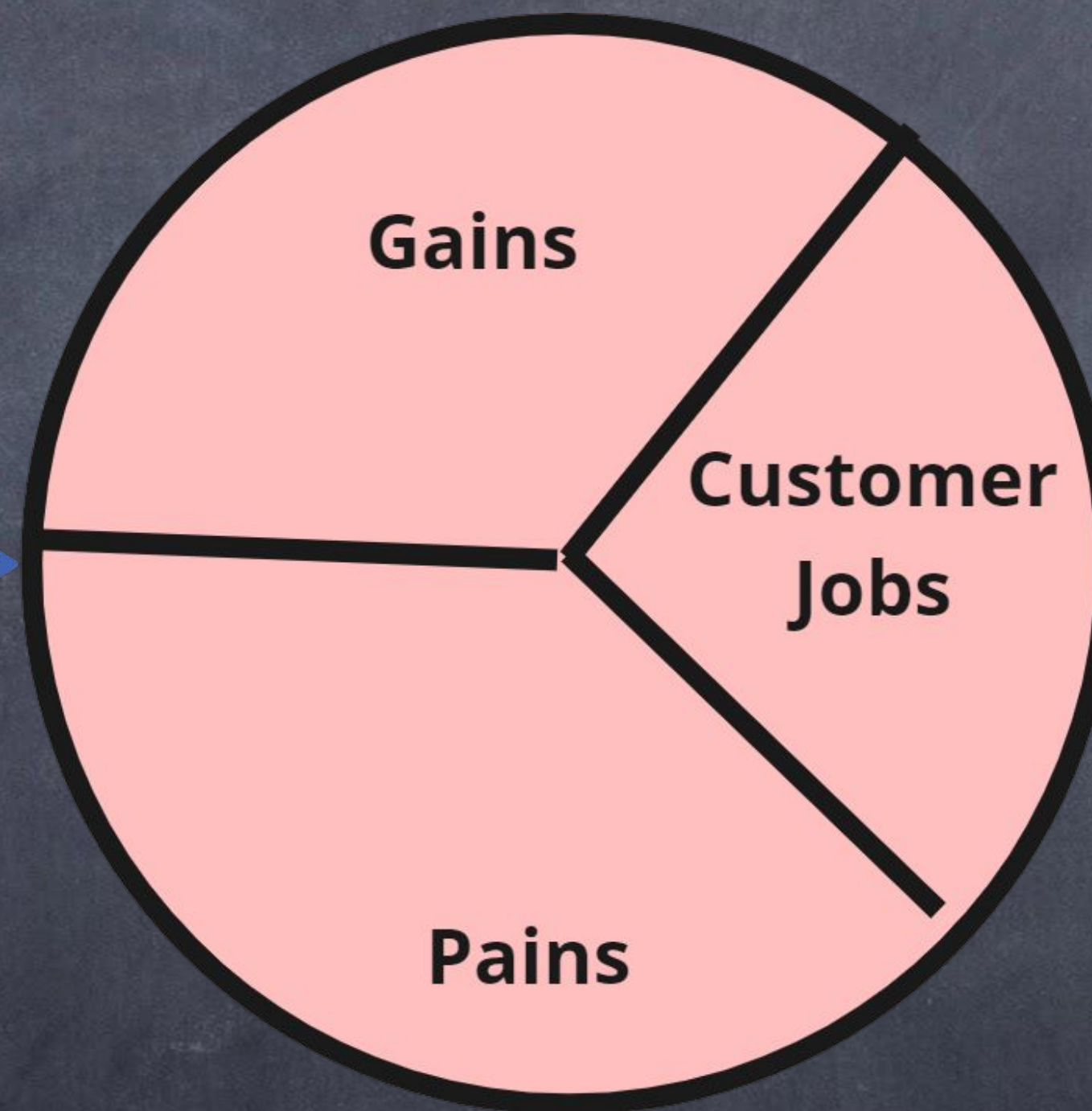
Emotional jobs: the customer wants to feel good and secure.

*Ex. “the customer needs to feel healthy after eating a candy”*



# VPC – Customer Segment

A description of concrete benefits the customer would like to achieve from a product/service that completes this job



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Functional gain:

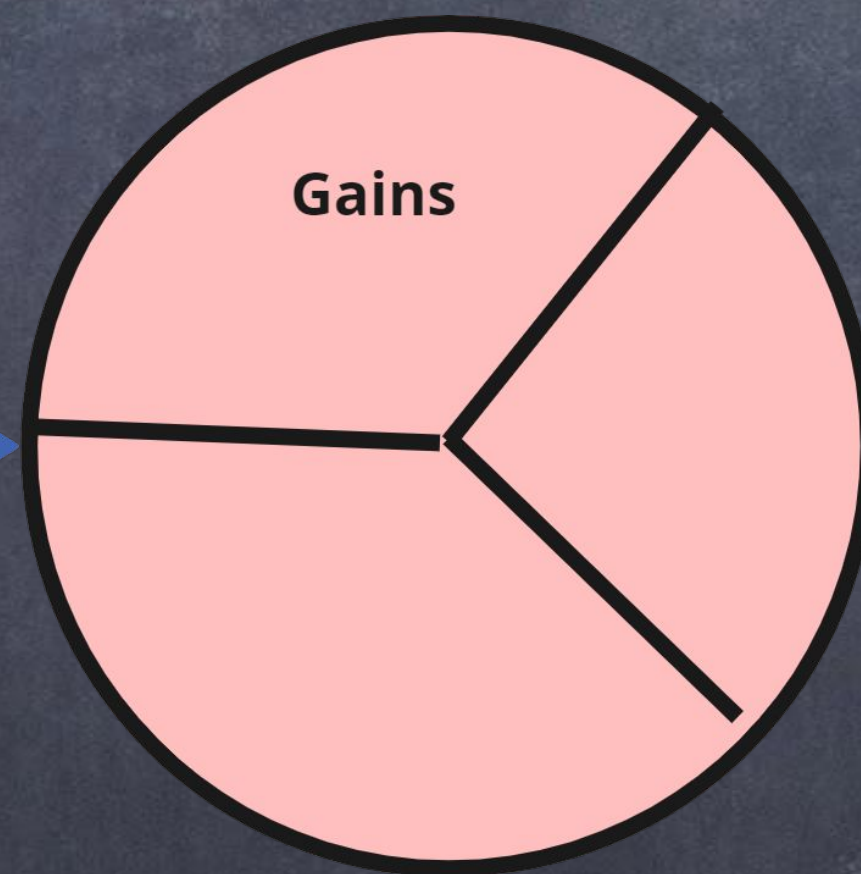
*Ex. “a product that really remove the dust”*

Social gain:

*Ex. “a product that provides a prestige among the colleagues”*

Emotional gain:

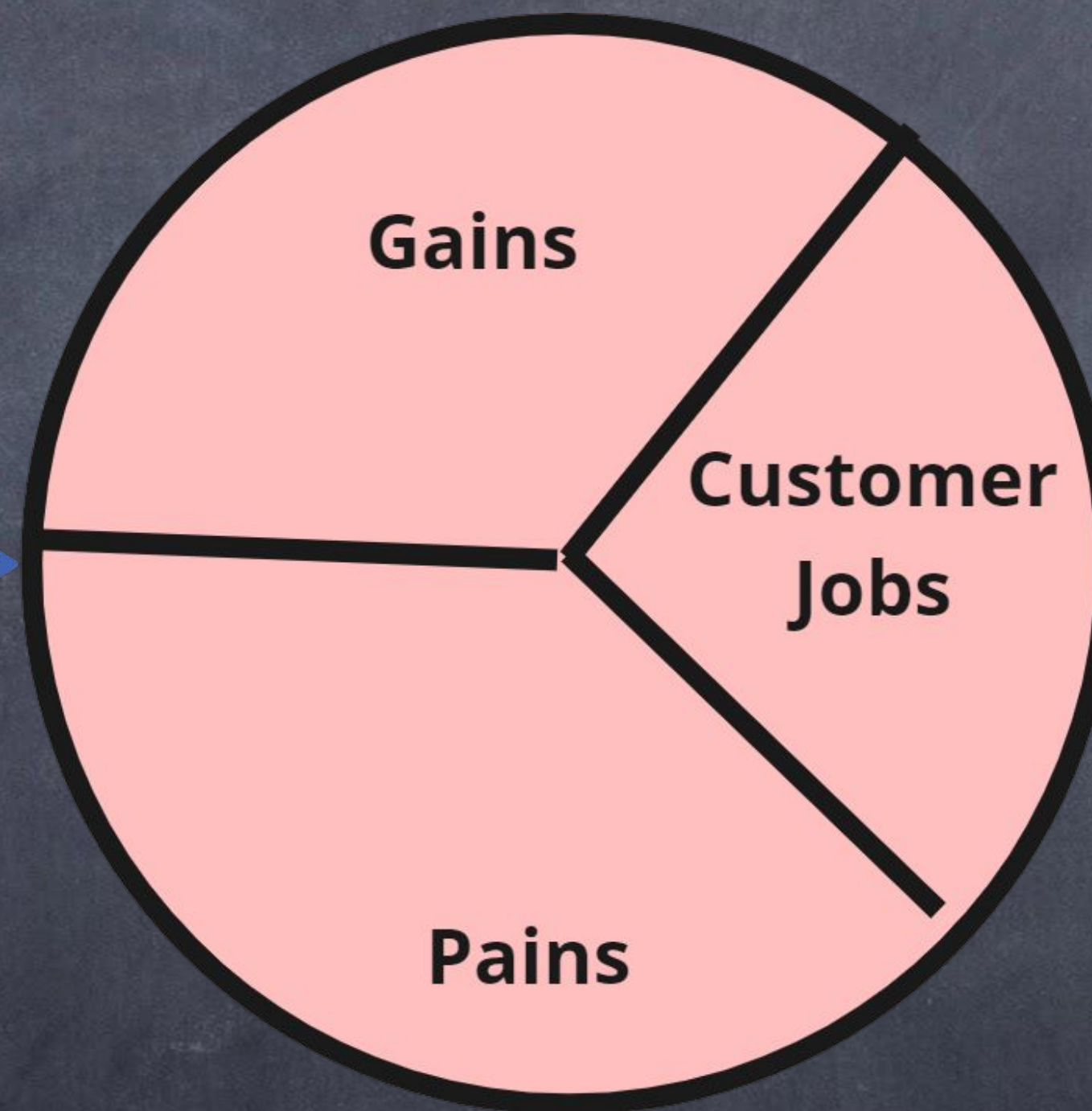
*Ex. “a product that makes the customer good when they eat it”*





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A description of concrete benefits the customer would like to achieve from a product/service that completes this job



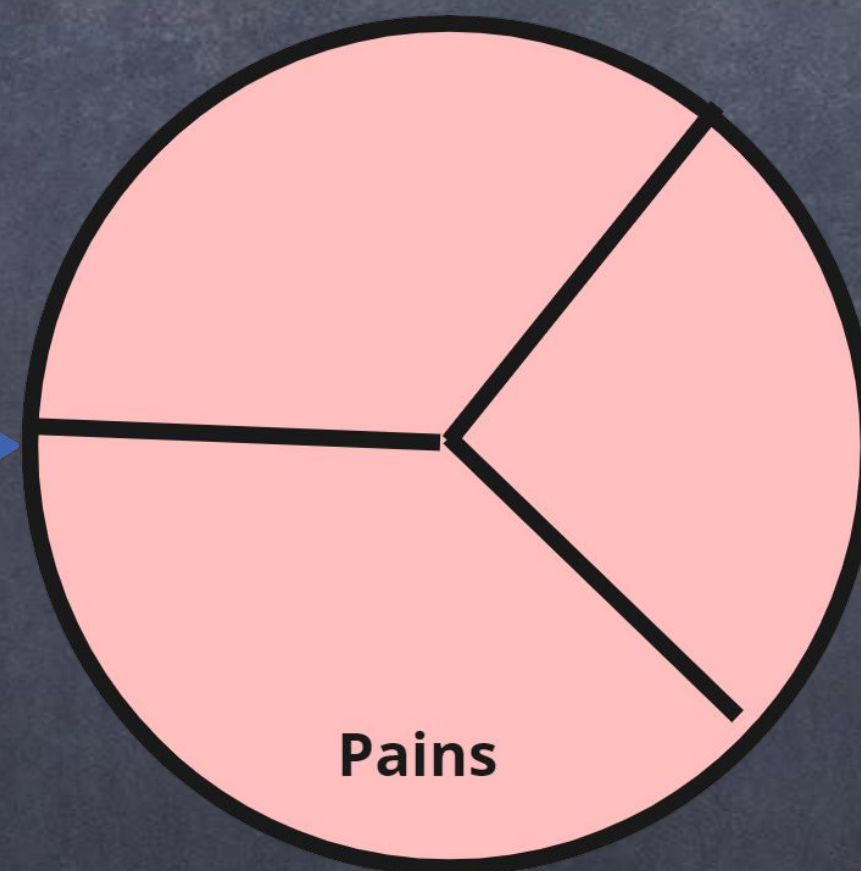
A description of what customers want to get resolved. These are tasks they are trying to perform or needs they need to satisfy.

What are some potential bad outcomes or risks associated with customer jobs? What annoys the customer when trying to get the job done?



# VPC – Customer Segment

What are some potential bad outcomes or risks associated with customer jobs? What annoys the customer when trying to get the job done?



## Functional pain:

*Ex. "vertical vacuum cleaners usually do not collect sand or larger dust particles"*

## Social pain:

*Ex. "if the customer uses a very expensive watch, non-profit clients will tend not to work with him/her"*

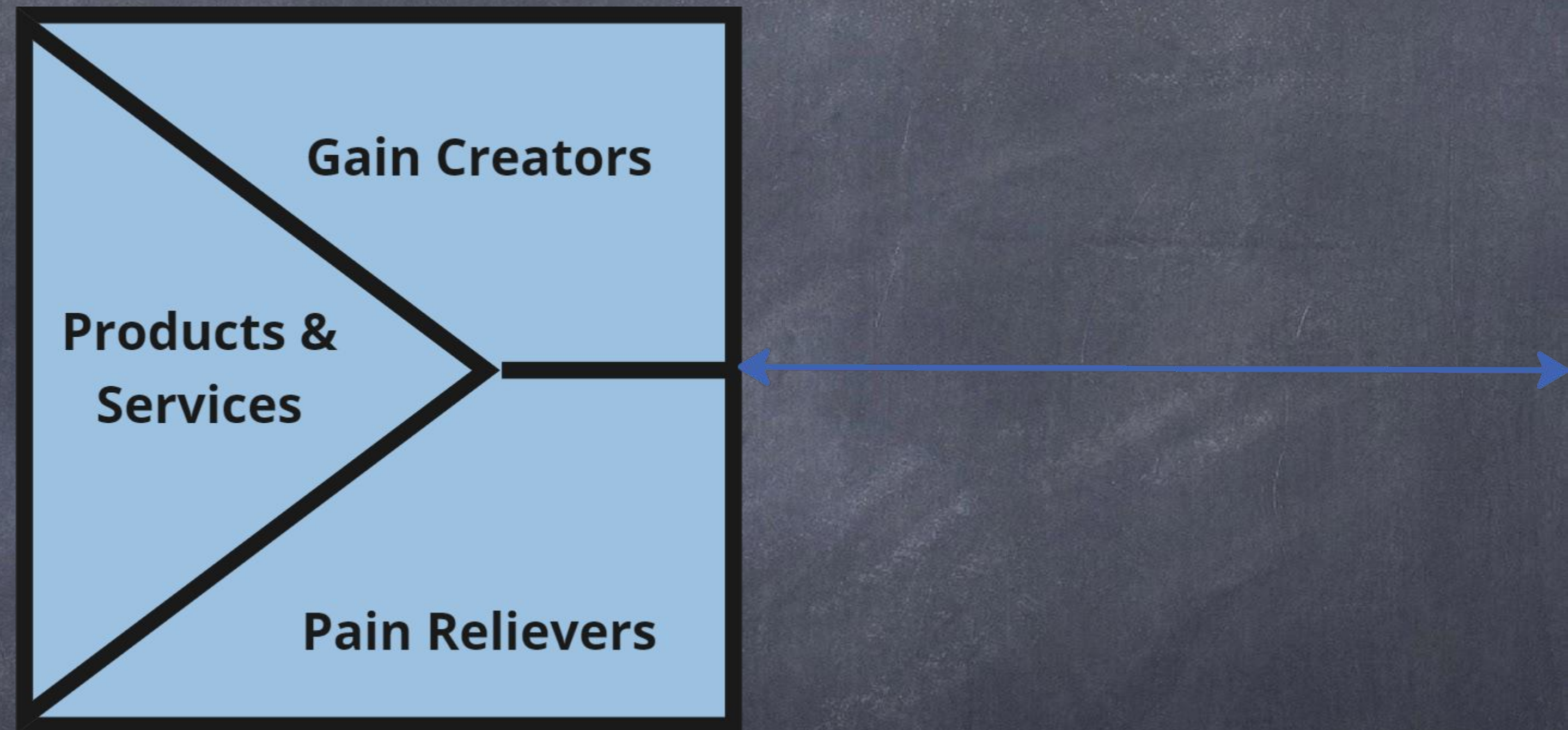
## Emotional pain:

*Ex. "The customer feels guilty every time they eat a chocolate"*



# VPC – Value Map

A list of all the products and services.  
A simple enumeration of products and services that create customer value.

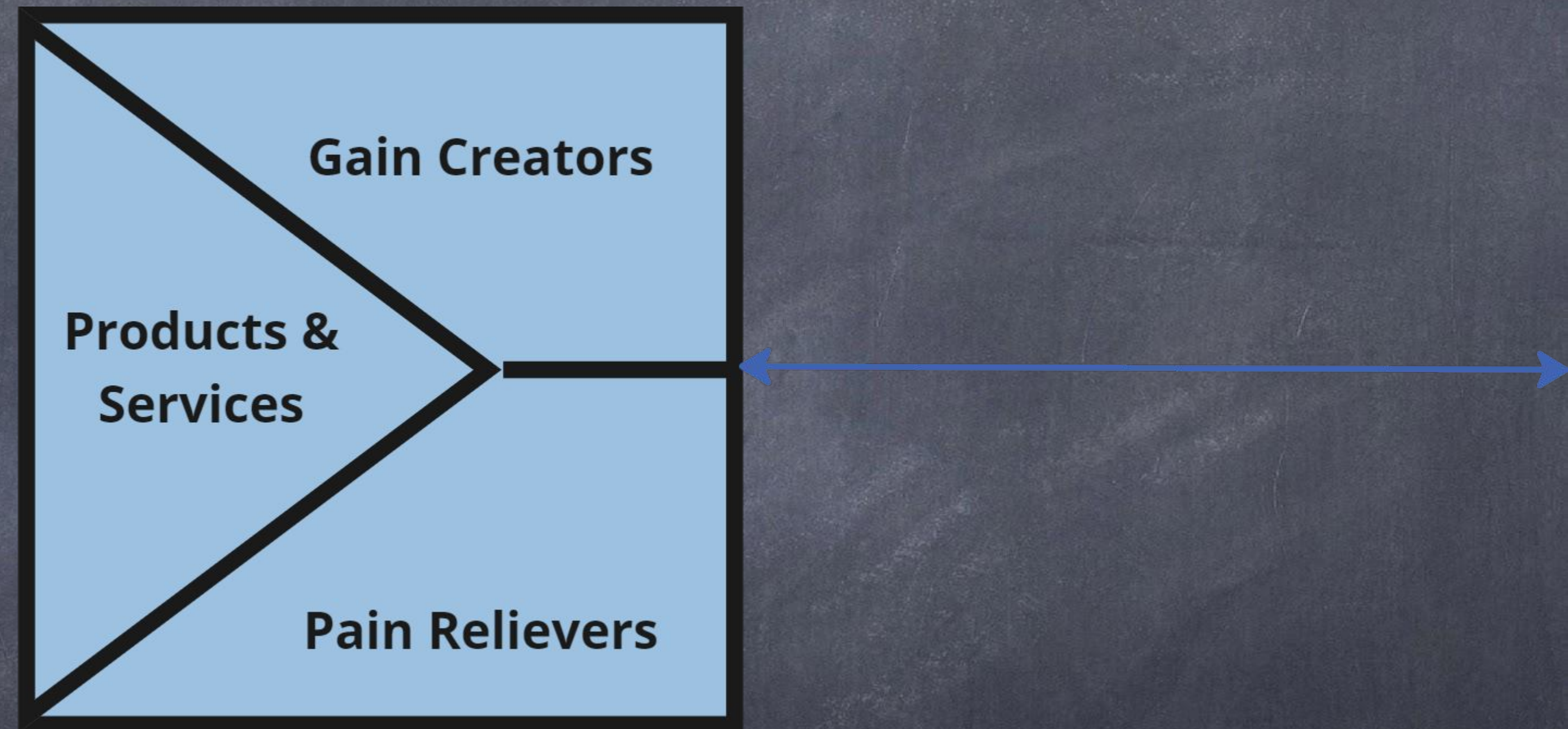




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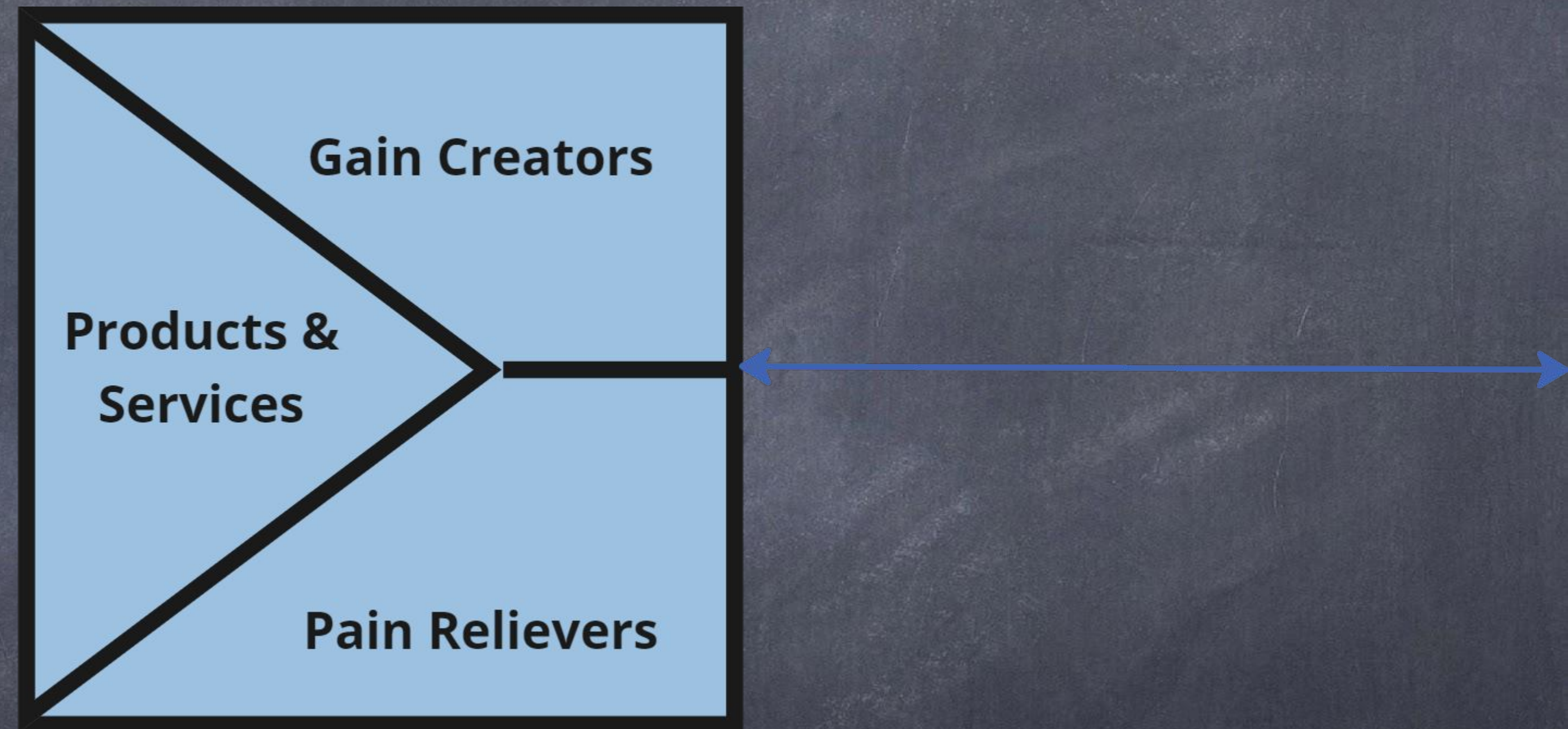




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A list of all the products and services.  
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A description of how your products and services alleviate customer pains. They explicitly outline how you intend to eliminate or reduce whatever annoys or prevents your customer from completing a job.



## Channels

### Channels:

Describes how a company communicate with and reaches its customer segments. This is the interface of the company with its customers and should help you raise awareness and sell your products and services.

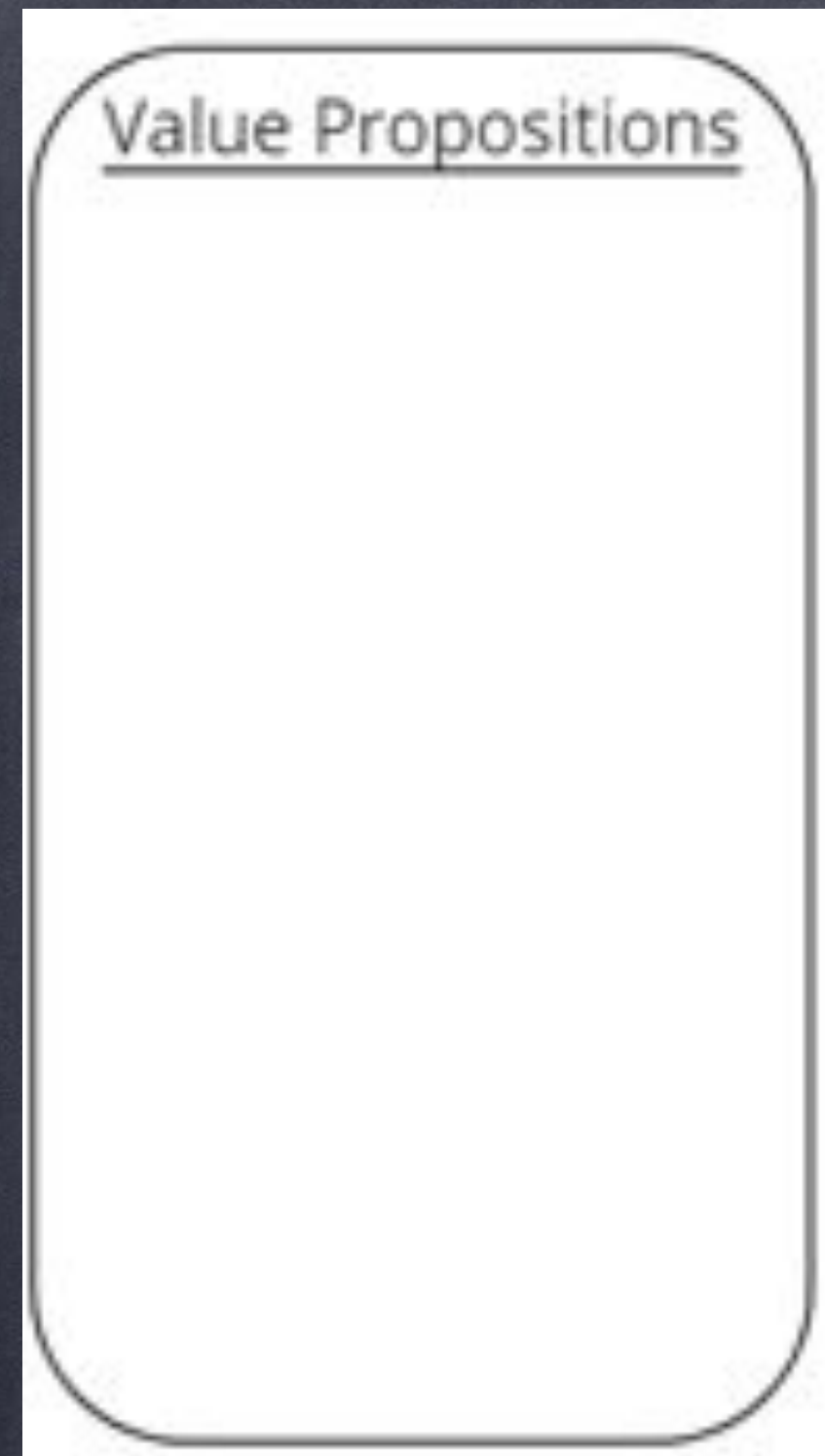


Customer  
relationships

## Customer relationships:

Describes what kind of relationship you want to establish with your customers. They can be more personal and closer or become more automated. You could provide personal assistance or allow the client to be very autonomous and instead have self-service





## Value Propositions:

A value proposition refers to the unique benefits or value that a product or service provides to customers. When describing a value proposition, it's crucial to emphasize the specific problem it solves or the need it fulfils for the customer.

"Unlimited, personalized entertainment at your fingertips,  
anytime, anywhere."





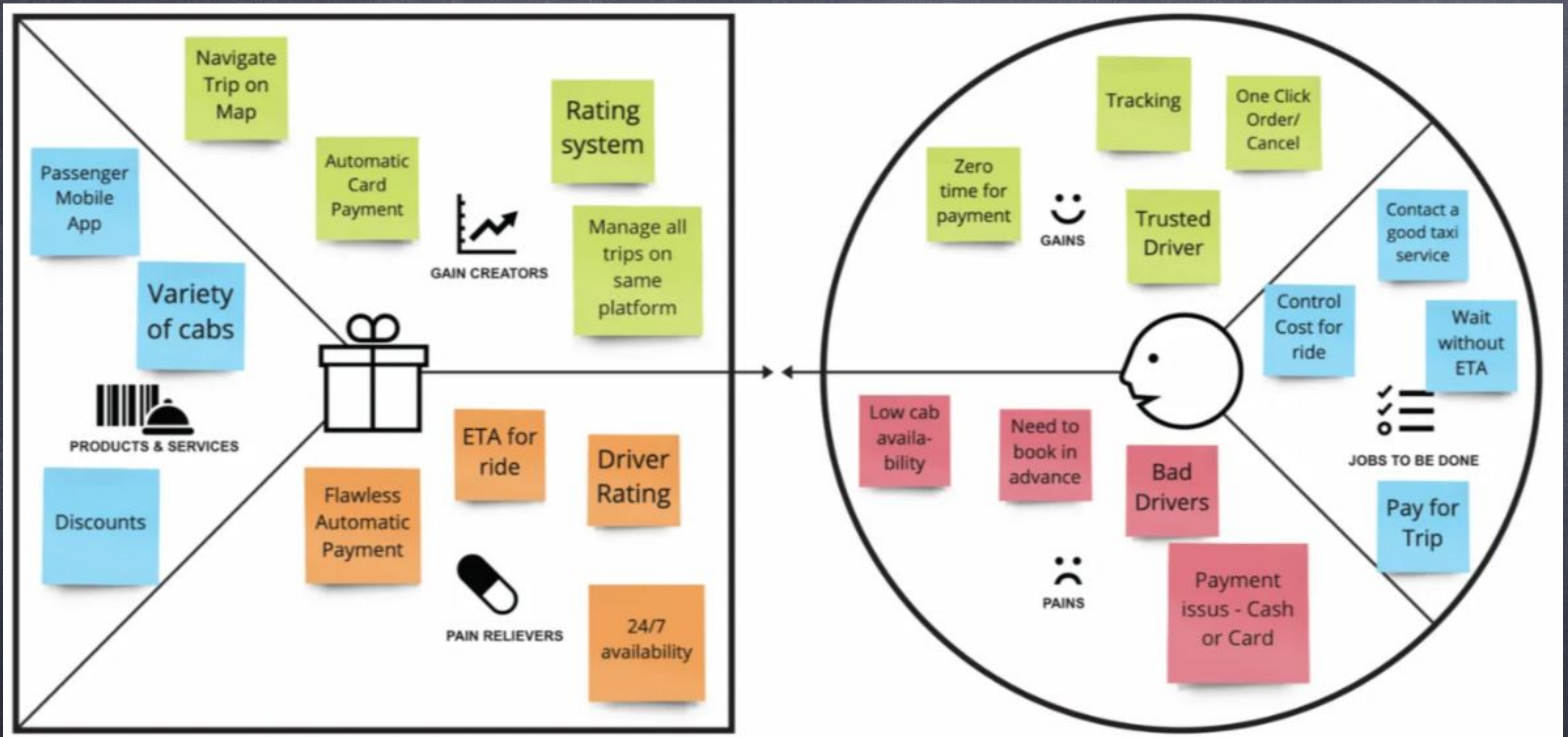
Customer Segments: refer to the different groups of people or organizations that a business aims to reach and serve. When describing customer segments, it's important to define the distinct characteristics, needs, and preferences of each segment. This allows businesses to tailor their products, services, and marketing strategies to effectively meet the specific requirements of each group.



Let's do it together!



# VPC – uber example





To come:

→ Funding



See you on next session :)