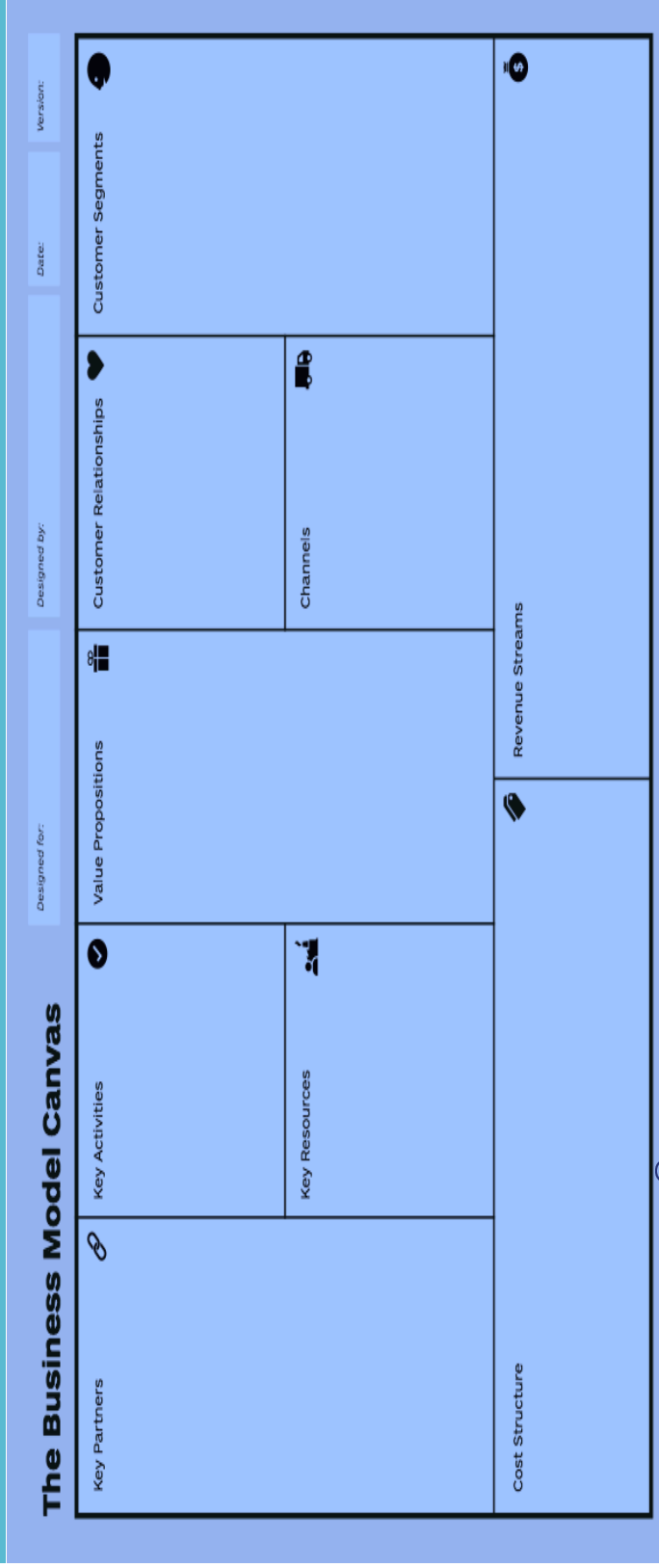
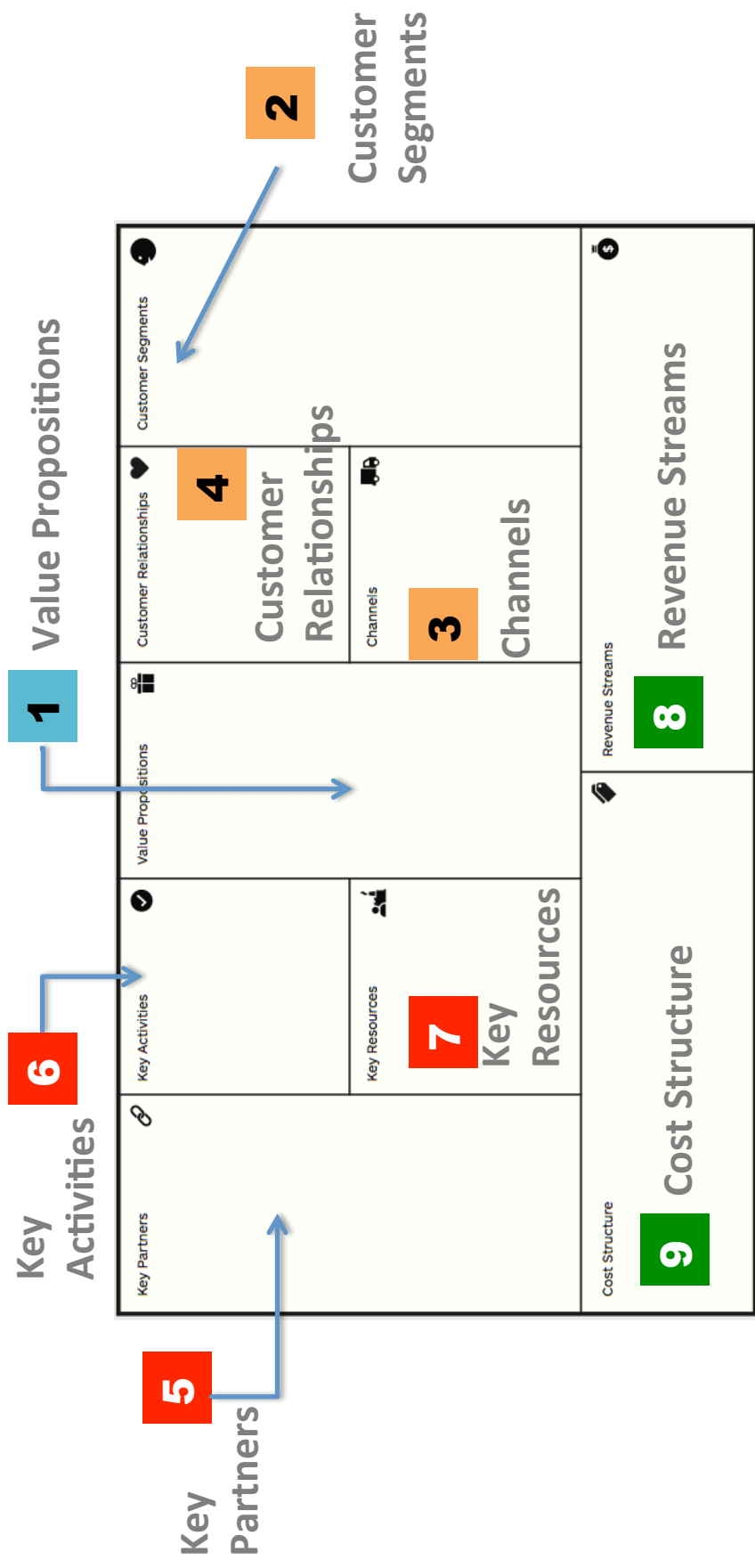


# Business Model Canvas Overview



# Business Model Canvas Flow



# Objectives

**Using this Business Model Canvas in conjunction with LEGO®Serious Play® will allow your organization to:**

- Apply innovative, state-of-the-art techniques to examine your business
- Create new thinking about the organization's opportunities and challenges
- Analyze and renovate an existing business model
- Strengthen your business model by pressure testing it prior to implementation

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# Unpacking Business Model Canvas Elements



# Step 1: Value Propositions

*Value propositions create value for a customer through a distinct mix of elements catering to their needs. These values may be quantitative (e.g. price, speed of service) or qualitative (e.g. design, customer experience).*

- What value do we deliver?
- Which of our customer's problems are we solving?



- What bundles of products and service are we offering?

# Step 2: Customer Segments



Who are our most important customers?

*There are different types of customer segments:*

- *Mass market*
- *Niche market*
- *Those requiring a distinct offering*
- *Different levels of profitability or types of relationships*

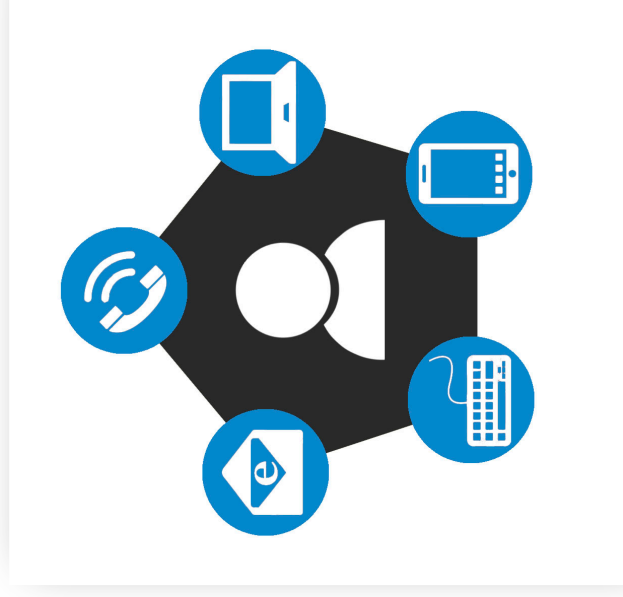
## Step 3: Channels

*Channels describe how you communicate and connect with customer segments to deliver your value.*

*Channels are customer touch points that play an important role in the customer's experience.*

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How are we raising awareness, helping customers evaluate our value proposition, enabling purchase of products and services, as well as providing post-purchase support?



# Step 4: Customer Relationships

Personal Assistance?

Dedicated personal assistance?



Self-service?

Co-creation?

Automated Services?

*Your company needs to clarify the types of relationships it wants to establish with each customer segment. Relationships might be driven by the following motivations:*

- *Customer acquisition*
- *Customer retention*
- *Upselling*

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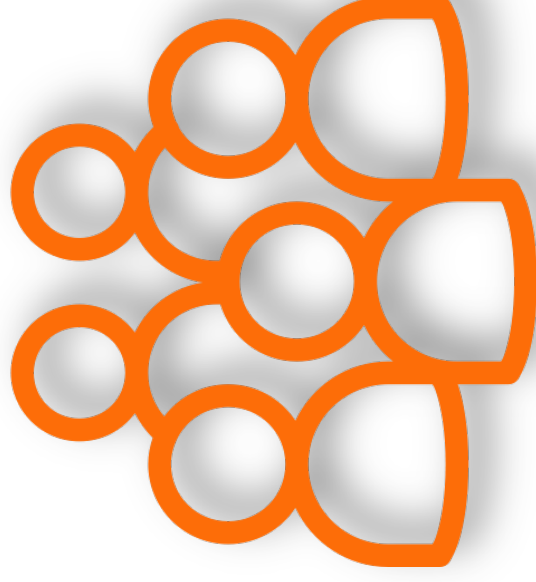


# Step 5: Key Partners

*Key partners describes the network of suppliers and partners that make the business model work.*

*Different kinds of partnership include:*

- *Strategic alliances (between non-competitors)*
- *Joint ventures (to develop new business)*



## 3 Key motivations for creating partnerships:

1. Optimize/create economy of scale
2. Reduce risk
3. Acquire resources/activities

# Step 6: Key Activities



*Descriptions of the most important things a company must do to make its business model work.*

*These are required to deliver the value proposition, reach markets, maintain relationships, and generate revenue.*

# Step 7: Key Resources

*Key resources are the important assets needed to make the business model work. They can be:*

- Financial**
- Cash,
  - Lines of Credit



- Human / Intellectual**
- Highly skilled work/sales force
  - IP, patents, & databases



- Physical**
- Facilities, vehicles, machines
  - Systems, POS, networks



# Step 8: Revenue Streams

*Revenue streams refer to the cash the company generates from each customer segment. There are two different types of revenue streams:*



# Step 9: Cost Structure

Fixed costs?

Variable costs?



Economies of scale?

*This includes all the costs to operationalize the business model. Most business models fall into one of two cost structures:*

- **Cost-Driven** – maintaining the leanest possible costs possible
- **Value-driven** – focusing on value creation (often a high degree of personalized service)

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