

BUSINESS MODEL CANVAS

PRESENTATION OVERVIEW



WELCOME MESSAGE

BUSINESS MODEL CANVAS OVERVIEW

FRAMEWORK - BUILDING BLOCKS

EXAMPLE

QUESTION & ANSWER

OVERVIEW



Designed For:		Designed By:			Date:			Version:	
Key Partners Key Activities		,	Value Propositions	Customer Relationships		ps	Customer Segments		
	Key Resources			C	hannels				
Cost Structure				Revenue Streams					

FRAMEWORK - BUILDING BLOCKS







KEY ACTIVITIES



KEY RESOURCES





CUSTOMER SEGMENTS



CHANNELS





COST STRUCTURE



REVENUE STREAMS



Key Partners

Suppliers

Distributors

Resellers

Funders

Investors

Community Partners and more!

Key Activities

What exactly do you do?

How do you provide your service/product for customers?

Do you have Key Performance Indicators in place?

Key Resources

Human Resources/Staff

Intellectual Property

Equipment

Technology and much more!



Customer Relationships

What relationship are you expecting with your customers?

Thinking longterm, what is the value customers receive from your business?

Customer Segments

Think about your MOST important customer.

What relationship are you maintaining or hoping to maintain with them?

Channels

How are you reaching, or hoping to reach, your customers?

How are your products/services delivered (e.g. ecommerce, distributors)

Value Propositions

Think about your competitors; what makes you unique?

What problems does your business solve?

Think about your overall value...

Cost Structure

Do you have a pricing strategy (e.g. valuebased, low-cost, premium)?

What are your gross margins/earnings before interest, taxes?

What are your biggest expenses?



Revenue Streams

How are you making money?

What is the value customers are willing to pay?

If you have multiple streams, what % does each contribute to your overall revenue?

EXAMPLE



Business Model Canvas 🔕 airbnb

Key partners

- Hosts
- Business travel partners
- Travel managers
- Investors / venture capitalists
- Lobbyists

Other partners:

- Photographers (street, event, property)
- Maps, payment, cloud storage, identification
- Insurance

Key activities

- Remove friction from transactions
- Scale beyond critical mass
- Engage the participants
 Refine value proposal
- Analyse data & improve

Key resources

- The network effects
- Listings
- User generated content
- Platform architecture
- Algorithms, data, analytics capabilities/people
- Brand, App

Value proposition

For the hosts:

- Income generation
- Ease of transactions
- Meeting new people
- Ease of getting verified guests
- Calendar, booking management

For the guests:

- Lower cost
- Easy transactions
- Authentic local experience
- More variety
- Transparent ratings

Customer relationships

- Own the relationships
- Manage interactions

Esp for hosts: - Issue resolution

Guide joining steps
 Public: company image

Channels

- Digital ads
- Content marketing
- Word of mouth
- Social, messaging
- Referral program
- Transaction: App, pages
- Engage: mails, offers

Customer segments

Macro segmentation

Guests

- Travel type (business, leisure)
- Demographic
- Geographic
- Behavioural

Hosts

- Accommodation type
- Demographic
- Geographic
- Rental preferences

And microsegmentation

Cost structure

- Customer acquisition cost, CAC
- Weighted average cost of capital, WACC
- Development & expansion
- Payroll, contractors
- Infrastructure, transaction costs
- Legal, insurance
- Lobbying, legal, settlement
- Customer support

Revenues

- Charging a transaction fee based on savings on:
- Lower cost for guests
- Higher net income of hosts
- Rental guests: 5-15%
- Rental hosts: 3-5%
- Event hosts: 20%
- = Event guests: 0%

Understanding Airbnb: www.innovationtactics.com/business-model-canvas-airbnb/