

<p><b>Key Partners</b></p> <ul style="list-style-type: none"> <li>•Who are our key partners, suppliers, contractors, consultants?</li> <li>•Which key resources are provided by them?</li> <li>•Which key activities do they perform?</li> </ul> <p><b>Motivations for Partnerships</b></p> <ul style="list-style-type: none"> <li>•Optimization and economy</li> <li>•Reduction of risk and uncertainty</li> <li>•Acquisition of particular resources and acquisitions</li> </ul>	<p><b>Key Activities</b></p> <p>What key activities do these require?</p> <ul style="list-style-type: none"> <li>•Value propositions</li> <li>•Distribution channels</li> <li>•Customer relationships</li> <li>•Revenue streams</li> </ul> <p><b>Categories</b></p> <ul style="list-style-type: none"> <li>•Production</li> <li>•Problem solving</li> <li>•Platform / network</li> </ul>	<p><b>Value Propositions</b></p> <ul style="list-style-type: none"> <li>•What value do we deliver to the customer?</li> <li>•Which one of our customer's problems are we helping to solve?</li> <li>•Which bundles of products and services are we offering to each customer segment?</li> <li>•Which customer needs are we satisfying?</li> </ul> <p><b>Characteristics</b></p> <ul style="list-style-type: none"> <li>•Newness</li> <li>•Performance</li> <li>•Customization</li> </ul>	<p><b>Customer Relationships</b></p> <ul style="list-style-type: none"> <li>•What type of relationship does each customer segment expect us to establish and maintain with them?</li> <li>•Which ones have we established?</li> <li>•How are they integrated with our business model?</li> <li>•How costly are they?</li> </ul> <p><b>Examples</b></p> <ul style="list-style-type: none"> <li>•Personal assistance</li> <li>•Dedicated personal assistance</li> <li>•Self-service</li> <li>•Automated services</li> <li>•Communities</li> <li>•Co-creation</li> </ul>	<p><b>Customer Segments</b></p> <ul style="list-style-type: none"> <li>•For whom are we creating value?</li> <li>•Who are our most important customers?</li> </ul> <p><b>Examples</b></p> <ul style="list-style-type: none"> <li>•Mass market</li> <li>•Niche market</li> <li>•Segmented</li> <li>•Diversified</li> <li>•Multi-side Platform</li> </ul>
<p><b>Cost Structure</b></p> <ul style="list-style-type: none"> <li>•What are the most important costs inherent in our business model?</li> <li>•Which key resources, key activities are most expensive?</li> </ul> <p><b>Is your business more:</b></p> <ul style="list-style-type: none"> <li>•Cost-driven (leanest cost structure, low price value proposition, maximum automation, extensive outsourcing)</li> <li>•Value driven (focused on value creation, premium value proposition)</li> </ul>	<p><b>Key Resources</b></p> <p>•What key resources do these require?</p> <ul style="list-style-type: none"> <li>•Value propositions</li> <li>•Distribution channels</li> <li>•Customer relationships</li> <li>•Revenue streams</li> </ul> <p><b>Types of Resources</b></p> <ul style="list-style-type: none"> <li>•Physical</li> <li>•Intellectual (brand patents, copyrights, data)</li> <li>•Human</li> <li>•Financial</li> </ul>	<p><b>Revenue Streams</b></p> <ul style="list-style-type: none"> <li>•For what value are our customers really willing to pay?</li> <li>•For what do they currently pay?</li> <li>•How are they currently paying?</li> <li>•How would they prefer to pay?</li> <li>•How much does each revenue stream contribute to overall revenues?</li> </ul> <p><b>Types</b></p> <ul style="list-style-type: none"> <li>•Asset sale</li> <li>•Usage fee</li> <li>•Subscription fees</li> <li>•Lending / renting / leasing</li> <li>•Licensing</li> <li>•Brokerage fees</li> <li>•advertising</li> </ul>	<p><b>Channels</b></p> <ul style="list-style-type: none"> <li>•Through which channels do our customer segments want to be reached?</li> <li>•How are we reaching them now?</li> <li>•How are our channels integrated? how are we integrating them with customer routines?</li> <li>•Which ones work best? are the most cost-efficient?</li> </ul> <p><b>Channel Phases</b></p> <ul style="list-style-type: none"> <li>•<b>Awareness</b>-how raise awareness about our products and services?</li> <li>•<b>Evaluation</b>-how help customers evaluate our Value Proposition?</li> <li>•<b>Purchase</b>-how do we allow customers to purchase specific products and services?</li> <li>•<b>Delivery</b>-how do we deliver a Value Proposition to customers?</li> <li>•<b>After Sales</b>-how provide post-purchase customer support?</li> </ul>	<p><b>Fixed Pricing</b></p> <ul style="list-style-type: none"> <li>•List price</li> <li>•Product feature dependent</li> <li>•Customer segment dependent</li> <li>•Volume dependent</li> </ul> <p><b>Dynamic Pricing</b></p> <ul style="list-style-type: none"> <li>•Negotiation (bargaining)</li> <li>•Yield management</li> <li>•Real-time-market</li> </ul>
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