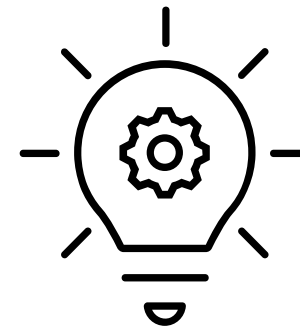


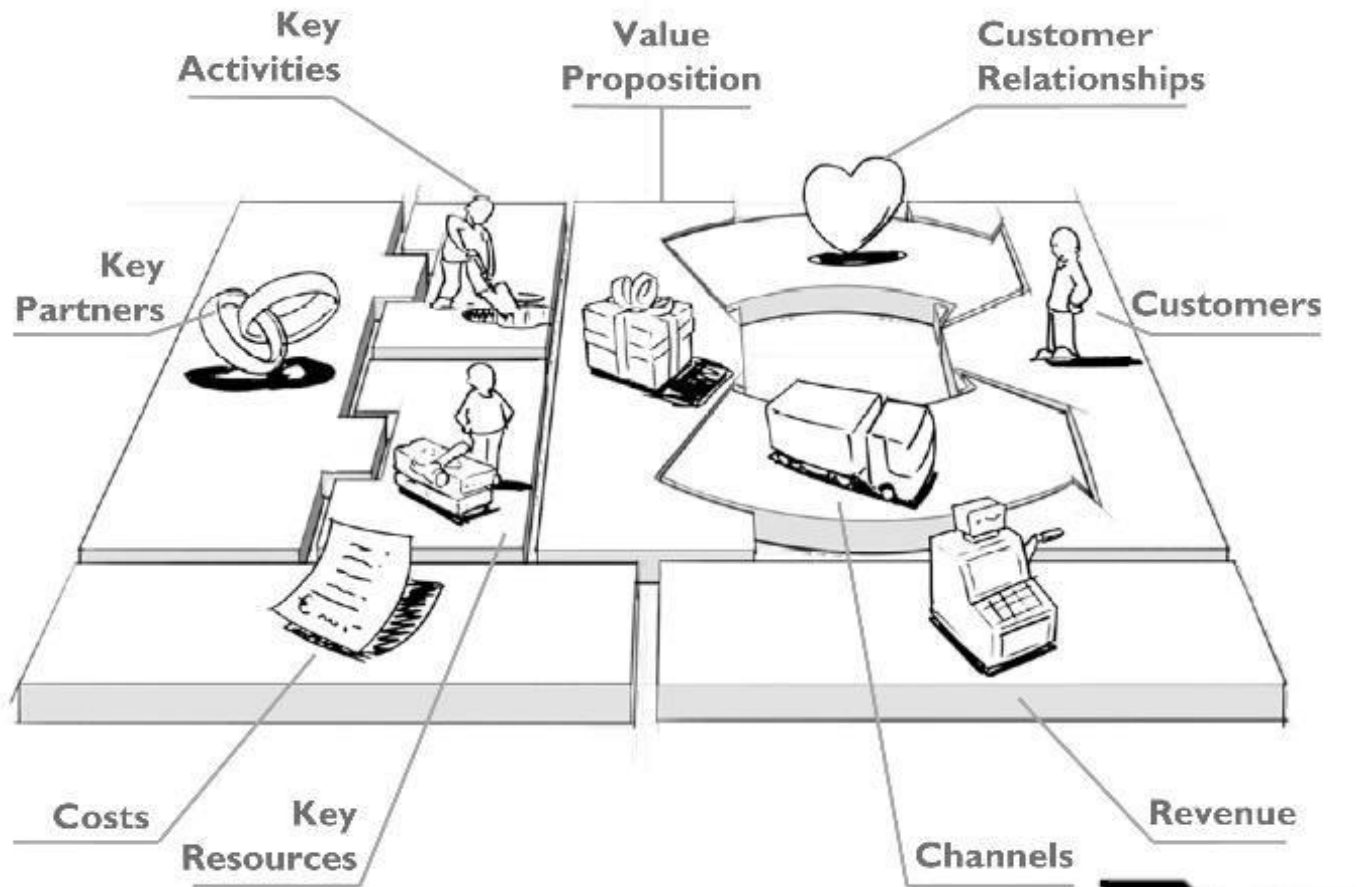
Roadmap to creating your own business ideas.

Session 2: Business Model Canvas

Elvis Fuamba, Spot Yrittäjyysvalmentamo



Session 2: Business Model Canvas

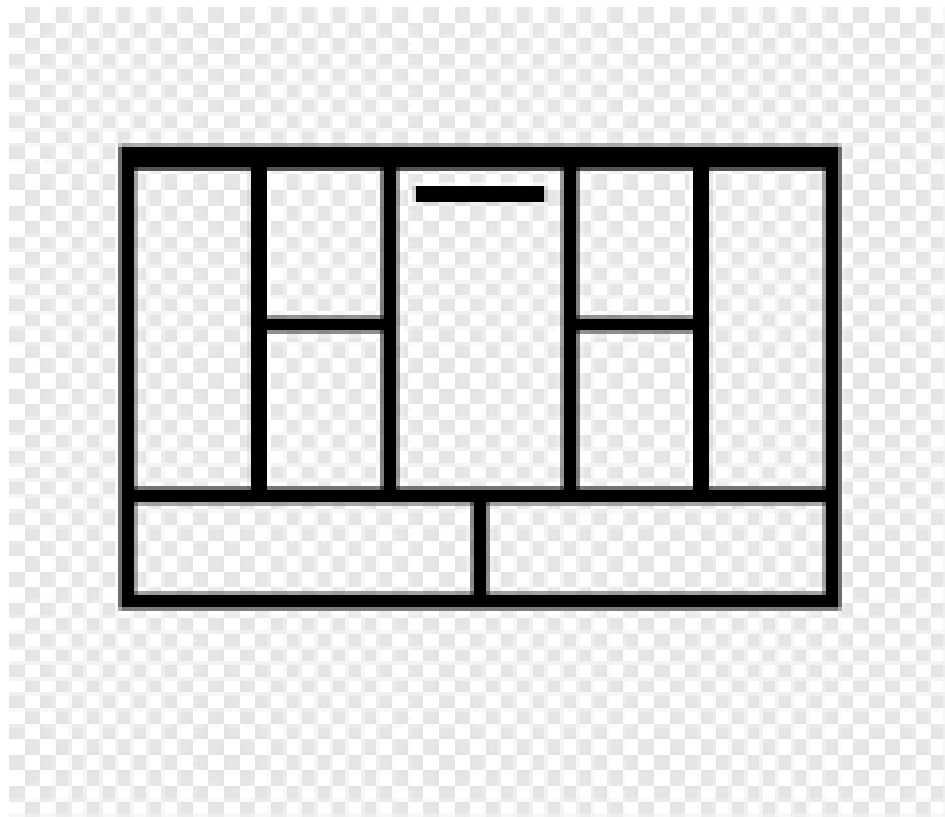


What is a Business Model ?

- A business model outlines how an organization creates, delivers, and profits from value within its economic and social environment. It details how the business operates, spends, and earns to generate profit.
- 4 business model type,
- The business model is the foundation of a company.
- This might sound abit complicated, that where the BMC comes in



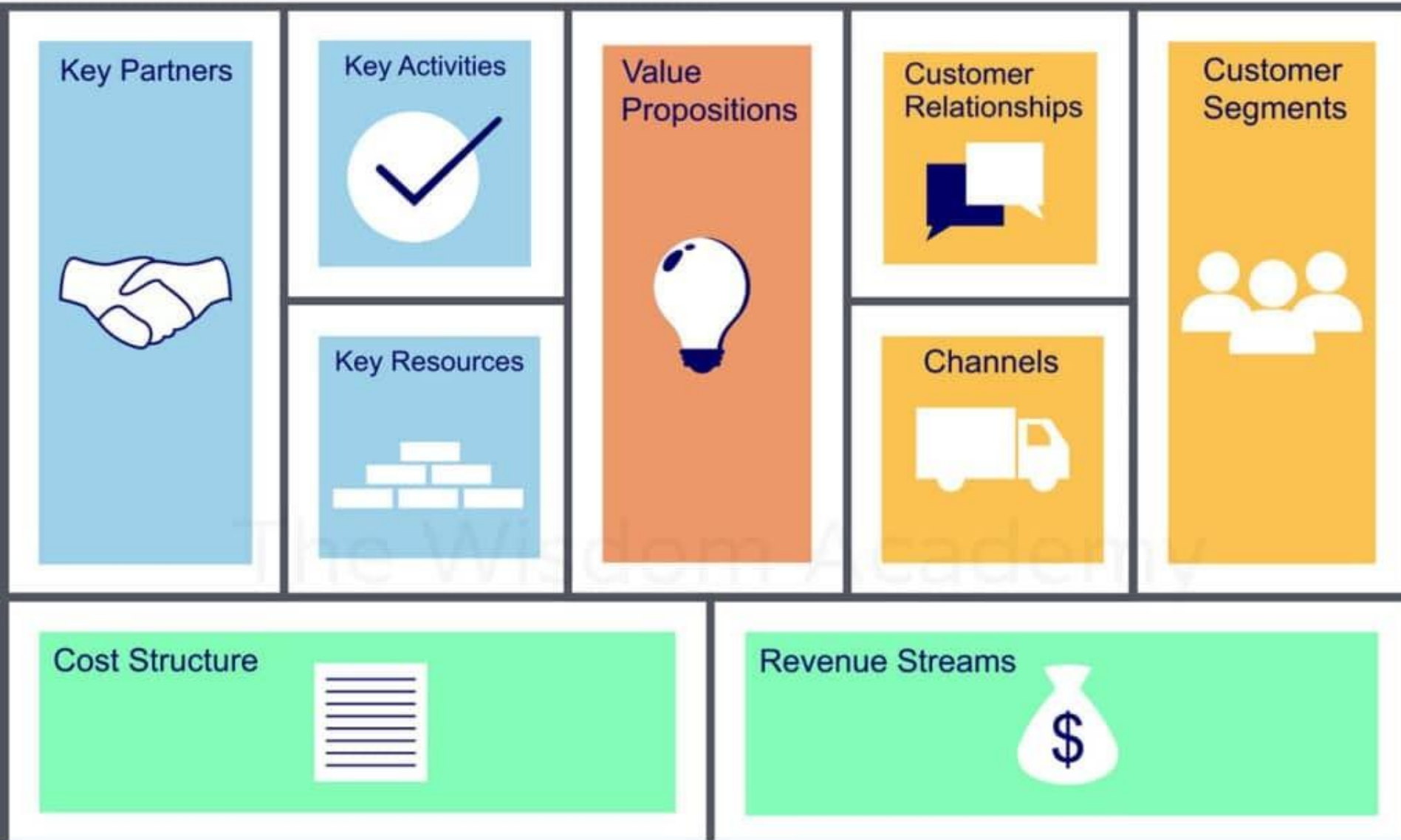
Session 2: Business Model Canvas



It provides structure and clarity, facilitates evaluation and direction, and ultimately increases the likelihood of success for new ideas.

- **Easy to Understand**
- **Focused**
- **Flexible**
- **Customer Focused**
- **Shows connections**
- **Easy to communicate**

Session 2: Business Model Canvas



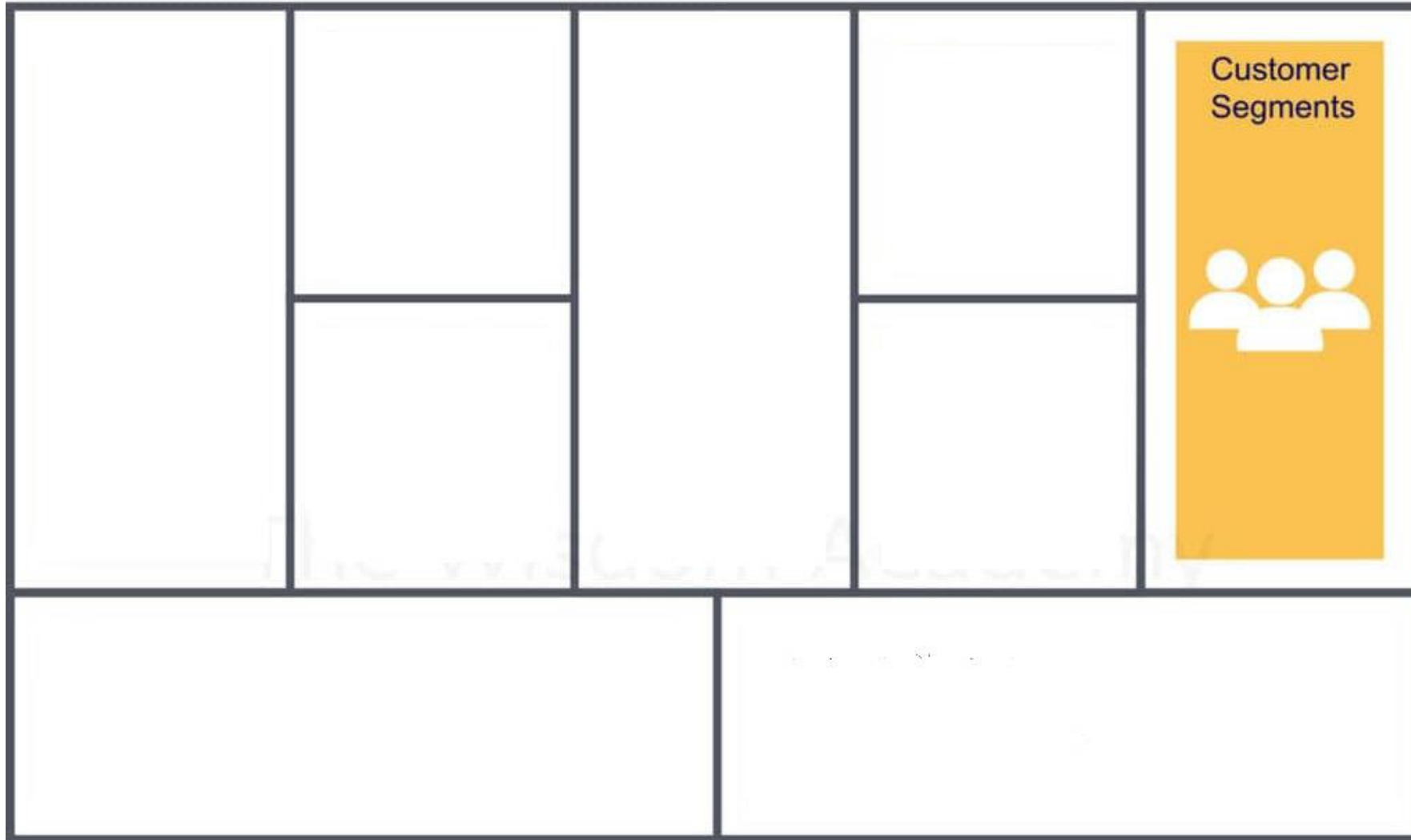
- **Left hand side**
(Cost to the business)
- **Right hand side**
(Revenue to the business)



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Session 2: Customer segmentation



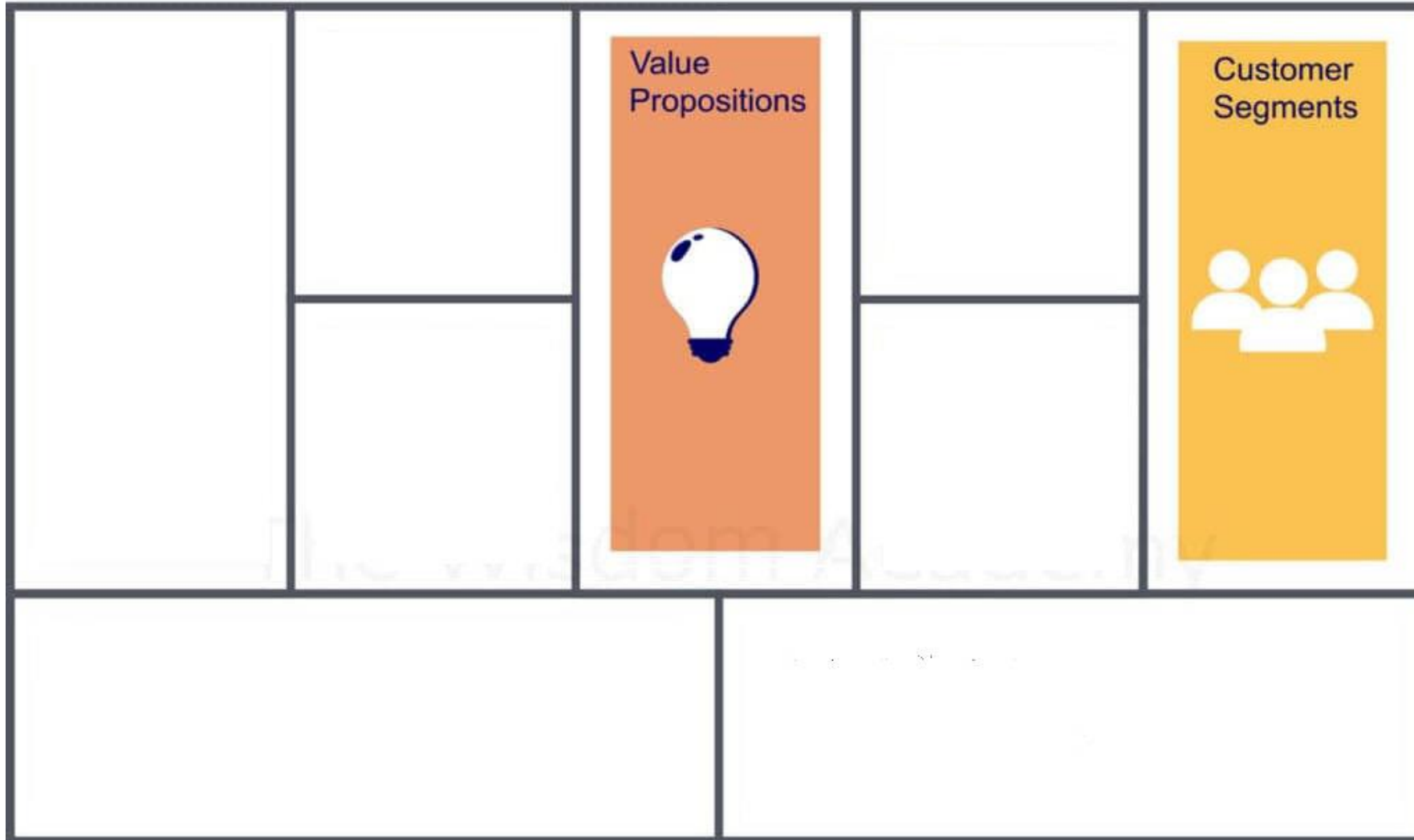
- To better understand and target specific groups of customers with tailored marketing strategies, products, and services that are more relevant and appealing to their unique needs and preferences.



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Session 2: Value proposition



The value proposition is what expresses the benefits you're providing to your customers.

Value proposition typically include

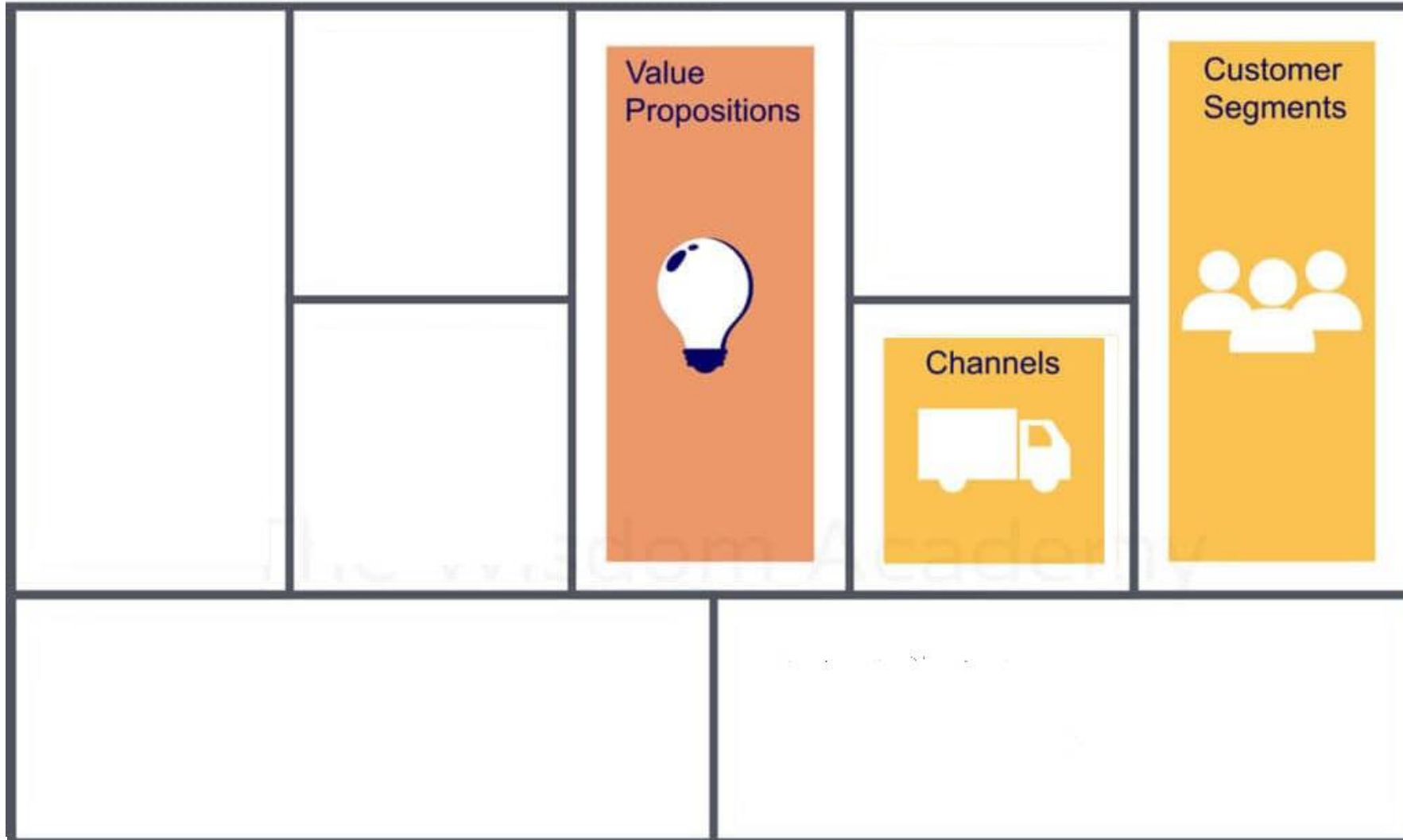
- Benefits
- Differentiation
- Relevance
- Value
- Proof



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Session 2: Channels



Refers to **different channels** you will use to deliver that value to customers

Two channel options:

- **Your own channels**
- **Partnerships with existing channels**

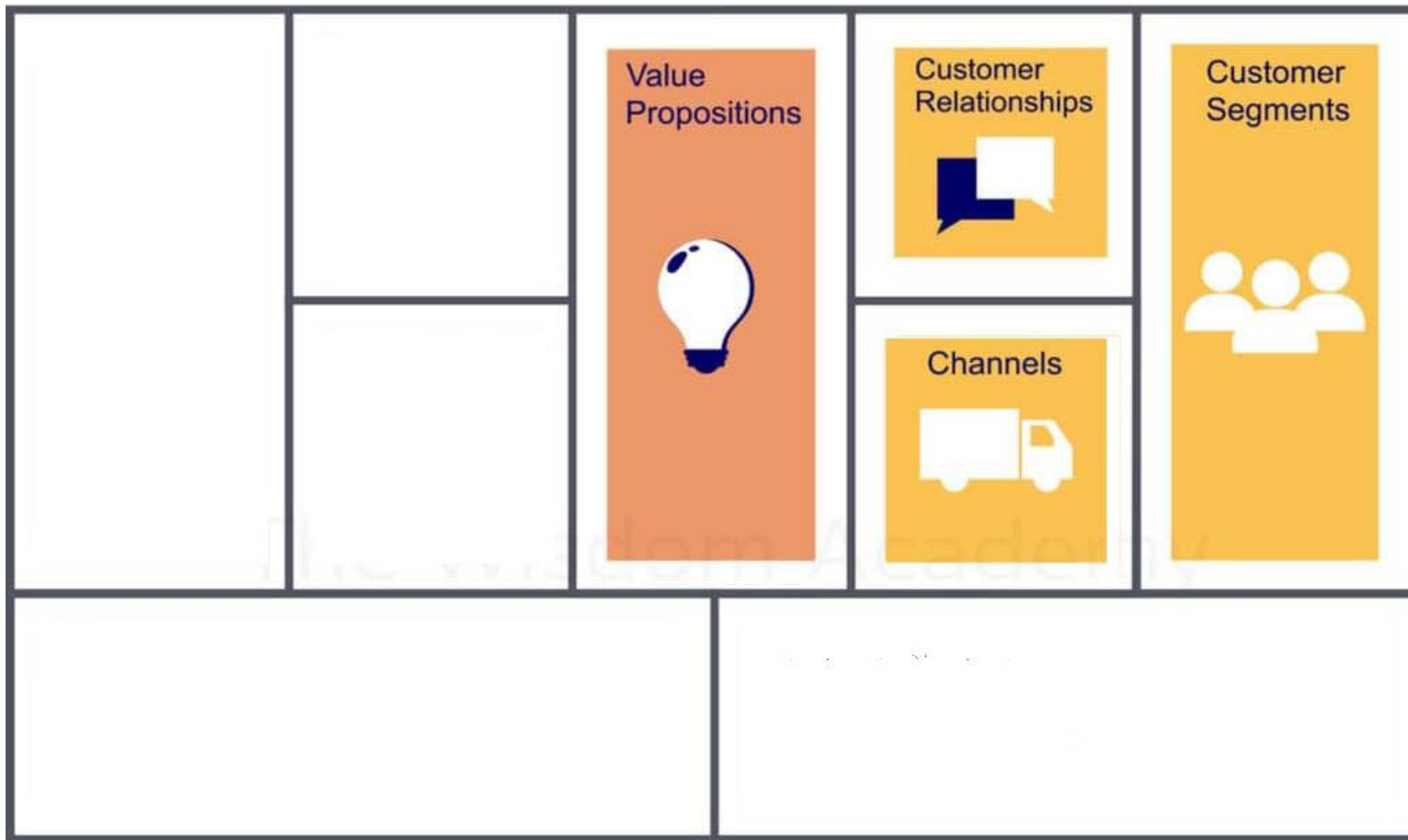


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Kalliola

Session 2: Customer relationships



How you get, keep and grow customers.

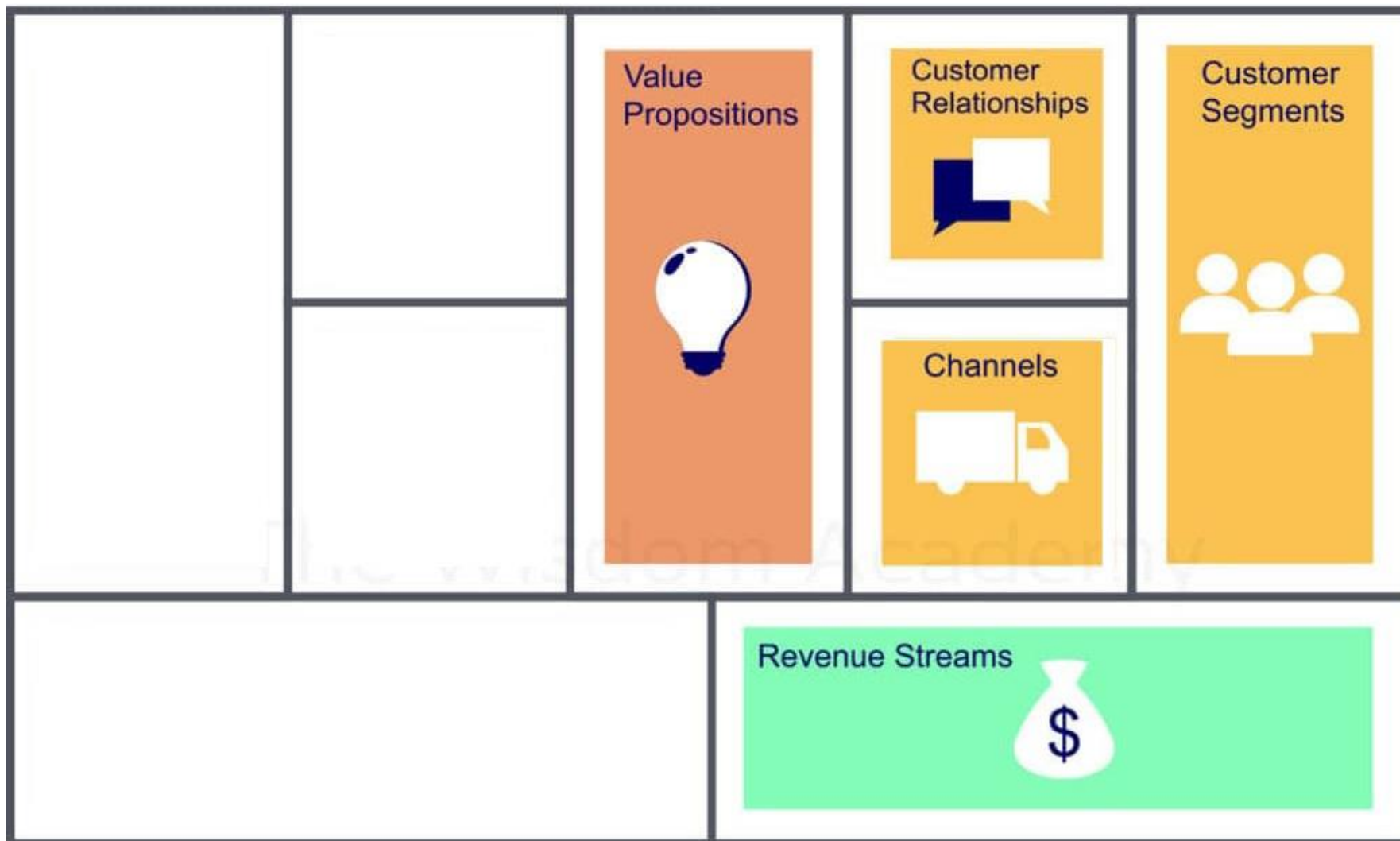
1. Understanding Customer Needs and Preferences
2. Personalization
3. Consistent Communication
4. Provide Exceptional Customer service



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Session 2: Revenue streams



Where does the money come from?

How do you capture the or most value from your customers?

Revenue streams

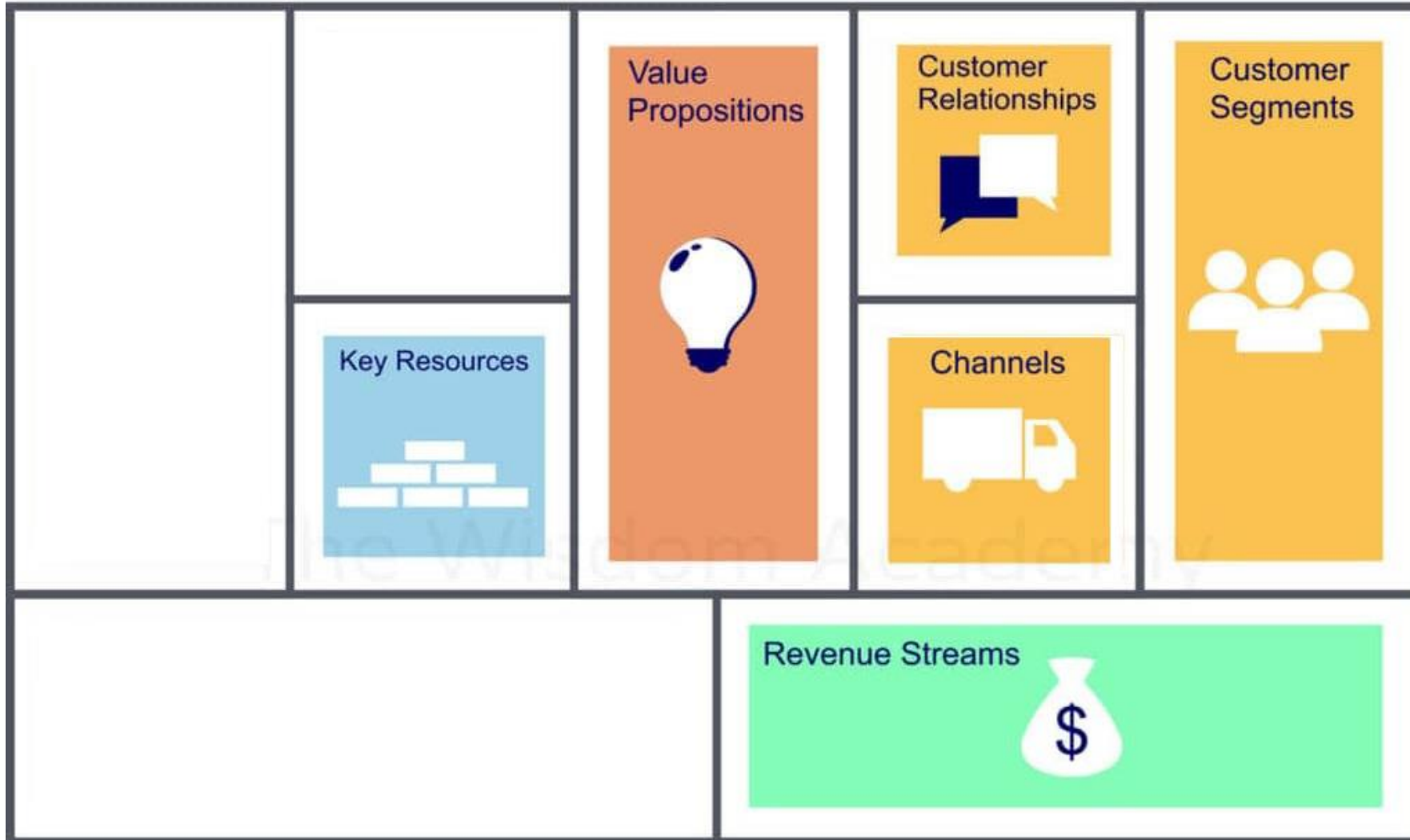
1. Product Sales:
2. Service Fees:
3. Subscription Models:
4. Licensing and Royalties:
5. Advertising and Sponsorship:
6. Affiliate Marketing:



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Session 2: Key Resources



Key resources are the most important strategic assets that are required to make your business model work:

Resources can fall into one of four categories:

- **Physical resources**
- **Intellectual resources**
- **Human Resources**



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Session 2: Key Activities



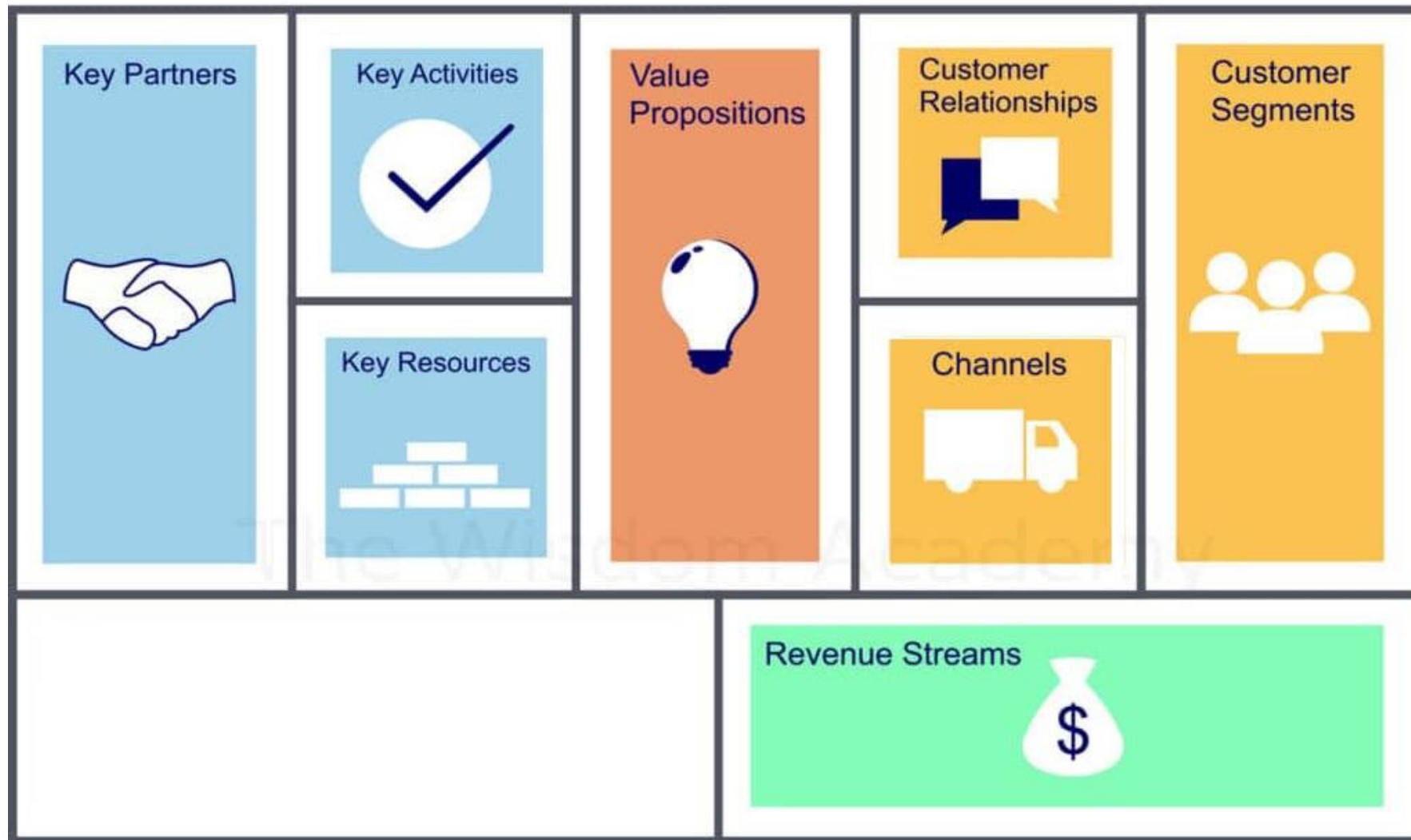
Key resources are the most important strategic things you need to do to make your business model work:



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Session 2: Key Partners



Tasks and activities that are important but which you're not going to do yourself instead you'll use suppliers and partners to make your business model work.

Opportunities for strategic partnerships and collaborations

1. Access to New Markets:
2. Product or Service Enhancements:
3. Cost Savings and Efficiency:

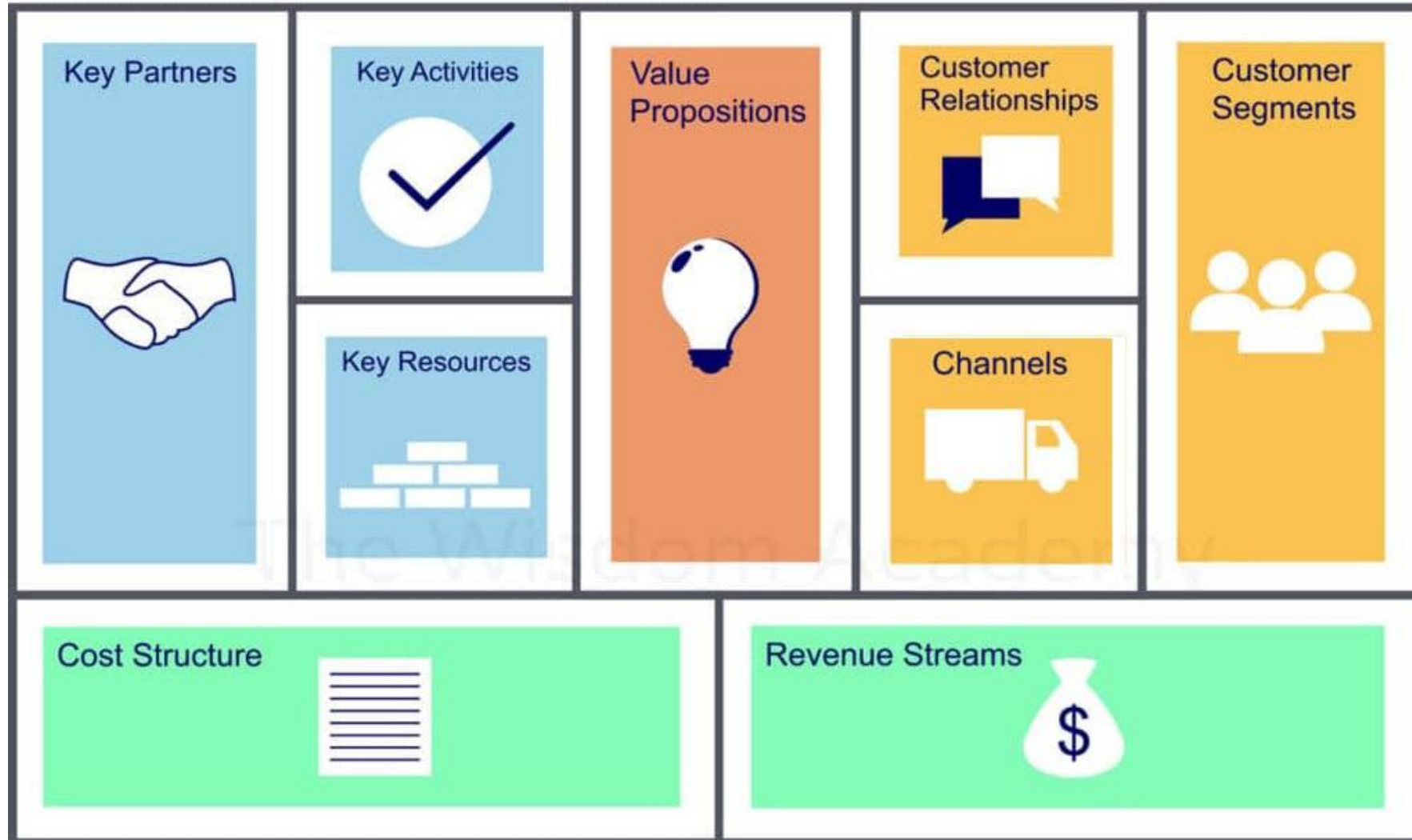
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Session 2: Cost structure



Know your key costs and make sure they align with your value proposition

Cost structure typically consists of two main categories of costs:

- 1. Fixed Costs:**
- 2. Variable Costs:**