



AIPI

The Global Language of Business

Develop Business Model Canvas

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Our Aim with GS1 in Rwanda



- A business plan is an essential part of the application.
- The plan must be detailed, sustainable and convincing.
- GS1 Rwanda should learn from experiences after young GS1 MO failed in the last years.
- The plan must consist of reliable revenues and reflect real costs.
- The plan has to build a sound basis for lasting services in Rwanda.

Business Model Canvas - BMC Template



- A Business Model Canvas (BMC) gives you the structure of a business plan.
- The Canvas has nine elements.
- Together these elements provide a coherent view of a business' key drivers.
- <https://www.alexandercowan.com/business-model-canvas-templates/>

The Business Model Canvas

Designed for: _____ Designed by: _____ Date: _____ Version: _____

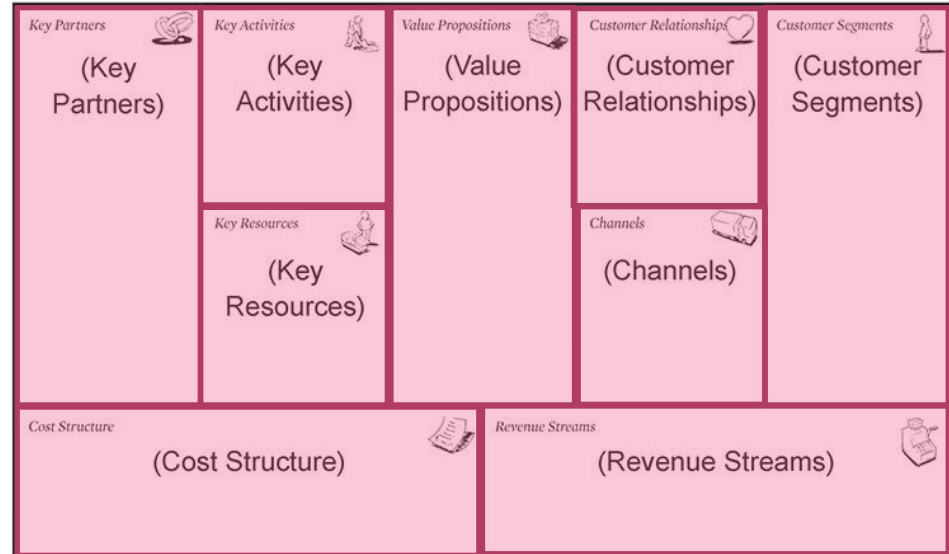
Key Partners Who are the key partners in the business? Which resources do they provide for the business? Which activities do they perform for the business? Which channels do they use to reach customers? Which customer segments do they serve? Which revenue streams do they generate? Which cost structures do they incur? Which revenue streams do they generate? Which cost structures do they incur?	Key Activities What key activities must the business perform to make its business model work? What key resources do the business need to perform these key activities? What key partners does the business need to perform these key activities? What key channels does the business need to perform these key activities? What key customer segments does the business need to perform these key activities? What key revenue streams does the business need to perform these key activities? What key cost structures does the business need to perform these key activities?	Value Propositions What value does the business create for its customers? What value does the business capture for itself? What value does the business deliver to its customers? What value does the business capture for itself? What value does the business deliver to its customers? What value does the business capture for itself?	Customer Relationships What type of relationship does the business have with each customer segment? What type of relationship does the business have with each customer segment? What type of relationship does the business have with each customer segment? What type of relationship does the business have with each customer segment?	Customer Segments Who are the target customers? Who are the target customers? Who are the target customers? Who are the target customers?
Key Resources What key resources must the business possess to make its business model work? What key activities do these key resources perform? What key partners do these key resources have? What key channels do these key resources use? What key customer segments do these key resources serve? What key revenue streams do these key resources generate? What key cost structures do these key resources incur?	Channels How does the business reach its customer segments? How does the business reach its customer segments? How does the business reach its customer segments? How does the business reach its customer segments?	Cost Structure What are the major cost drivers in the business? What are the major cost drivers in the business? What are the major cost drivers in the business? What are the major cost drivers in the business?	Revenue Streams How does the business generate revenue? How does the business generate revenue? How does the business generate revenue? How does the business generate revenue?	

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Together – Stepwise

- Step 1 : Customer Segments
- Step 2 : Value Propositions
- Step 3 : Channels
- Step 4 : Customer Relationships
- Step 5 : Revenue Streams
- Step 6 : Key Activities
- Step 7 : Key Resources
- Step 8 : Key Partners
- Step 9 : Cost Structure
- Step 10: Applications, Analysis & Next Steps



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Getting Started – Steps 1 - 3

1 Customer Segments



- Who are the customers?
- What do they think?
- See?
- Feel?
- Do?

2 Value Propositions



- What's compelling about the proposition?
- Why do customers buy, use?

3 Channels



- How are these propositions promoted, sold and delivered?
- Why?
- Is it working?

4 Customer Relationships



- How do you interact with the customer through their 'journey'?

5 Revenue Streams



- How does the business earn revenue from the value propositions?

6 Key Activities



- What uniquely strategic things does the business do to deliver its proposition?

7 Key Resources



- What unique strategic assets must the business have to compete?

8 Key Partnerships



- What can the company not do so it can focus on its Key Activities?

9 Cost Structure



- What are the business' major cost drivers?
- How are they linked to revenue?

Questions and Comments



Many Thanks

