



# **Business Model Canvas**

26 May 2020





"A business model describes the rationale of how an organisation creates, delivers and captures value"

**Alexander Osterwalder (2009)** 







"Action without vision is only passing time, vision without action is merely day dreaming, but vision with action can change the world."

- Nelson Mandela

## **Exercise**



- 1. Write down the WHY of your regional CoVE (5 min)
- 2. Pitch your WHY...





AANJAGERS VAN DE KENNIS VOOR MORGEN

## **Business Model Canvas**





### **The Business Model Canvas**

Designed for:

Designed by:

Date:

Version:

**Key Partners** 

Who are our Key Parlmens? Who are our key suppliers? Which Key Resources are we acquairing from partners? Which Key Activities do partners perform?

Key Activities Our Distribution Channels? Customer Relationships?

Production Produce Somery

What Key Activities do our Value Propositions require?



Value Propositions What value do we deliver to the customer? Which one of our customer's problems are we helping to solve?

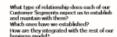
Note that the second services are we offering to each Customer Segment?

Which oustomer needs are we satisfying?

CHARACTERISTICS
AMBRICS
AMBRICS
AMBRICS
AMBRICS
COSTONERADO
COSTONERADO
COSTONERADO
COSTONERADO
AND COSTONERAD



Customer Relationships



How costly are they? EXAMPLES PER SOME ASSISTANCE CONSIDER PERSONA ASSISTANCE SING SOMEON ASSISTANCE CONSIDERATION CO-CYCLING CO-CY Customer Segments

For whom are we creating value? Who are our most important customers?

**Key Resources** 



What Key Resources do our Value Propositions require? Our Distribution Channels? Customer Relationships?

Channels



Through which Channels do our Customer Segments work to be reached? How are we reaching them now? How are our Channels integrated? Which ones work best?

Which ones are most cost-efficient?

How are we integrating them with customer routines  $\!\mathcal I$ 

CHAMBEL PRACTS

1. AMERICANS
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Cost Structure



SAMPLE CRAMACTERISTICS About costs (case inc. rosts, utilising warkane-costs accompanies or scale accompanies or scale

Revenue Streams

For what value are our customers really willing to pay? For what do they currently pay?

How would they prefer to pay?











## Movie

https://vimeo.com/78350794

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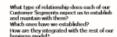
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Value Propositions

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What product or service?

Customer Relationships

What type of relationship does each of our Conformer Segments expect us to establish and monitan with thors? Which once have we established? How are they integrated with the rest of our

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How costly are they?

Channels

Through which Channels do our Customer Segments work to be reached? How are we reaching them now?

Which ones work best? Which ones are most cost-efficient?

How are we integrating them with customer routines? CHARRIES, PRAMES

1. ARRIVANCES

ARRIVANCES CHARRIES CONTROL OUR COMPANY'S PRODUCES CHARGES

ARRIVANCES CHARGES

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Customer Segments For whom are we conding value?

Who are our most important customers?

Target groups:

.......

Cost Structure

What are the most important costs inherent in our business mode? Which Key Resources are most expensive? Which Key Activities are most expensive?

SAMPLE CRAMACTERISTICS About costs (case inc. rosts, utilising warkane-costs accompanies or scale accompanies or scale

Revenue Streams

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recent return corporate components return components recent return components return components return retu

Social revenue Economic revenue















**VOOR MORGEN** 

How to design your Business Model Canvas

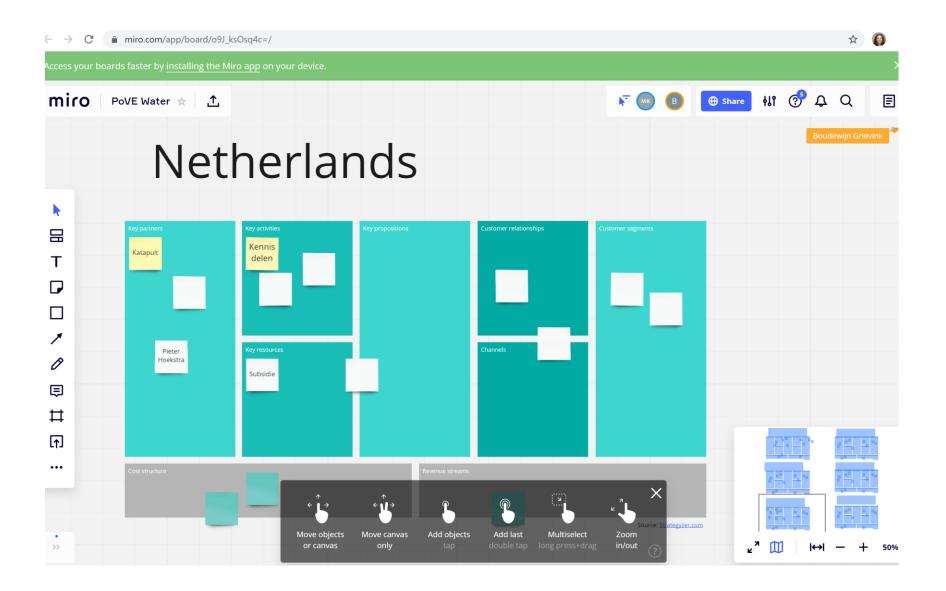
## Tips



- Use Post-its
- Write big & clear!
- Start with 'customer segments' or value proposition
- It's about the discussion about the Canvas, not whether the Canvas is filled in correctly (Everything is good!).
- Make it concrete, don't get stuck in vague terms
- Make your own Canvas later on? Take a picture or use the powerpoint version.









# How to use Business Model Canvas...



- Complete the Business Model Canvas with all partners and/or the core team!
- Work out different scenarios!
- Make a Strength/Weakness analysis based on the Business Model Canvas!
- Find out the X-factor of your PPP!
- Pitch in 9 building blocks your PPP!





AANJAGERS VAN DE KENNIS VOOR MORGEN







"Our aim is to contribute to the development of excellent waterprofessionals, not only in the region of Fryslân, but also on an (inter)national level."

### **Key Partners**



MBO Life Science

Partner schools (21) Business/industry (20)

WaterCampus

National Network

Katapult

**International Network** 

### Key Activities

Initiation

Facilitation

Coordination

Organisation

Communication

Accountmanagement



Value Propositions

**Developing innovative** 

education on the topic

of water technology on

VET level (EFQ 3 and 4)

- Preventing braindrain

aimed at future

- Adult education

- Module based

learning

craftsmen.



Customer Relationships

Double loop learning

Co-creation Personal contact

Improving learning ability

**Sharing Knowledge** 



**Business / Industry HR** employees Management Workers

(national) Government

Education

**Board members** 

Management

**Teachers** 

**Students** 

### **Key Resources**



Team CIV Water

Teachers/lecterurs

**Education materials** 

Teaching

Personal development

Superspecialist

Knowledge workers

Network in watersector

All training activities are based on the

- Life long learning

triangle:

Knowledge

Skills

**Professional attitude** 

### Channels

Website

Internships

Learning events WaterCommunity

Seminars

Workshops

Projectmanagement

### Cost Structure

Costs of teachers

**Development costs** 

Team CIV Water

Marketing

**Electronic Learning Environment** 



Revenue Streams

**Development teachers** 

**Excellent trained craftsmen for the** watersector

Financial benefit of adult education

New innovative education materials

Good practices available for education











