

Business Model Canvas

26 May 2020



Co-funded by the
Erasmus+ Programme
of the European Union

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

Alexander Osterwalder (2009)



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“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...



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Business Model Canvas

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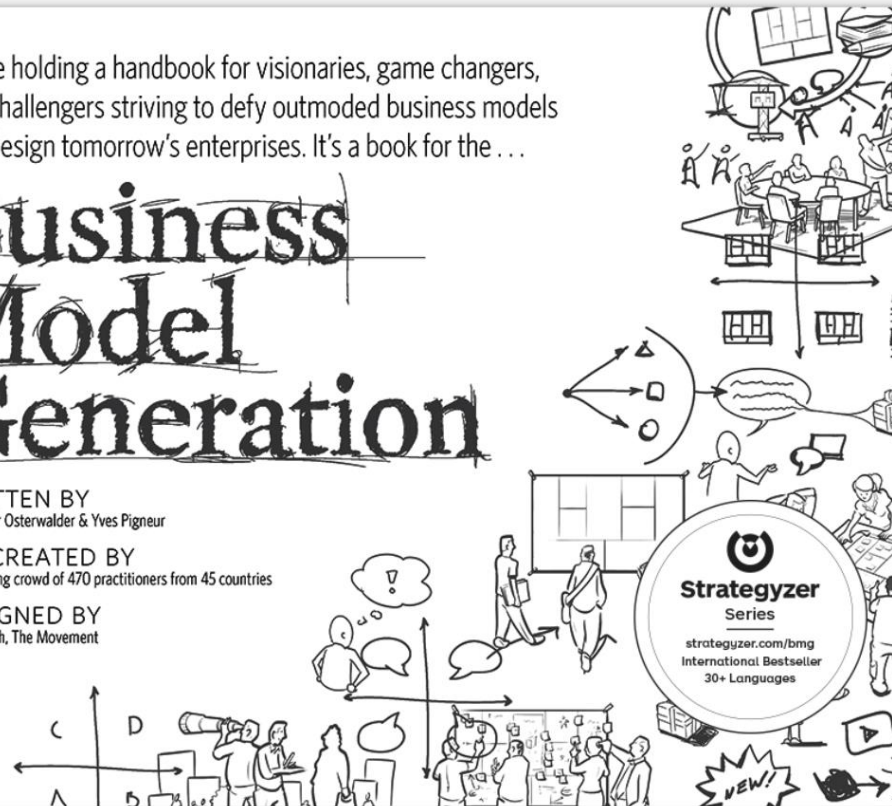
You're holding a handbook for visionaries, game changers, and challengers striving to defy outmoded business models and design tomorrow's enterprises. It's a book for the ...

Business Model Generation

WRITTEN BY
Alexander Osterwalder & Yves Pigneur

CO-CREATED BY
An amazing crowd of 470 practitioners from 45 countries

DESIGNED BY
Alan Smith, The Movement



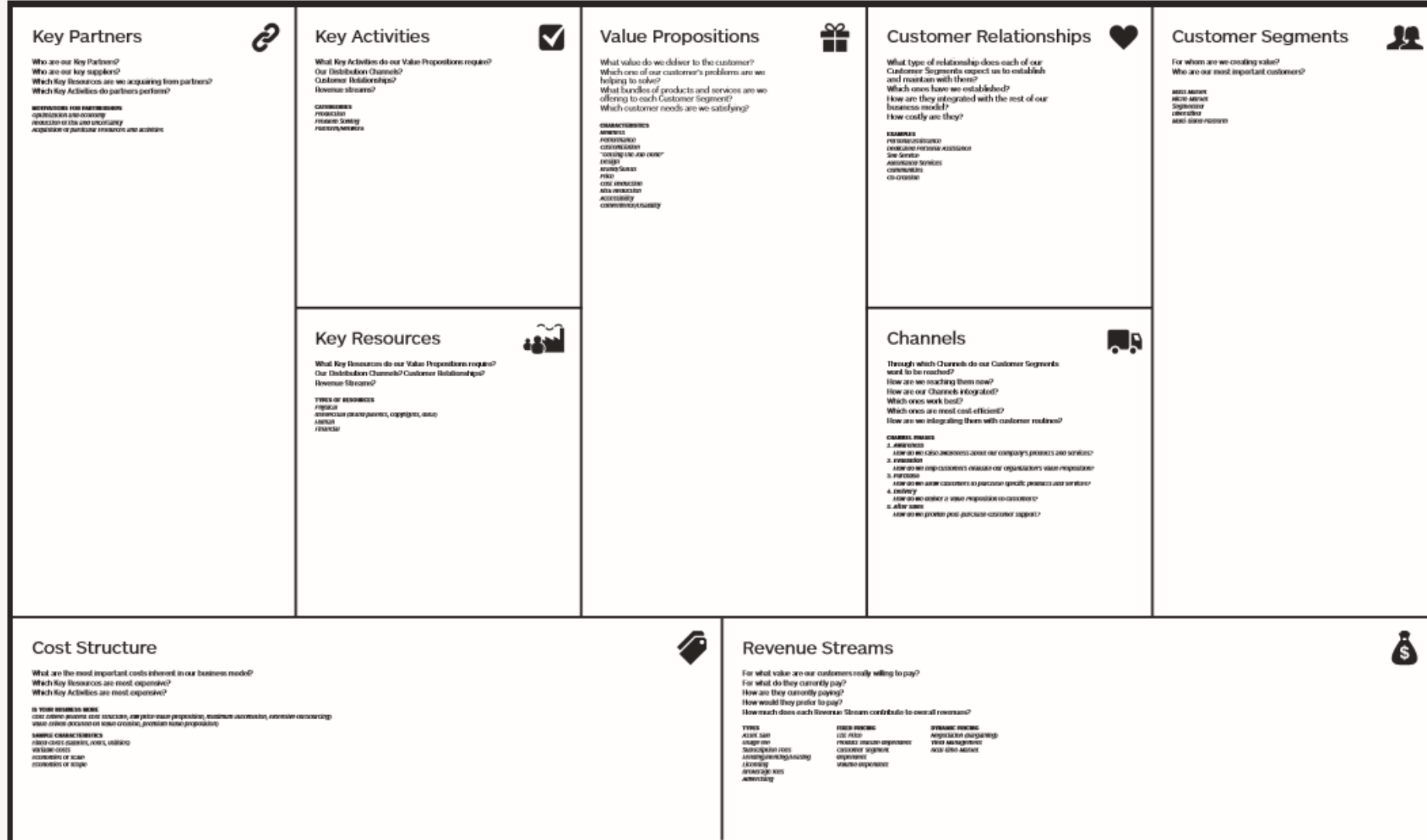
The Business Model Canvas

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Date:

Version:



Movie

- <https://vimeo.com/78350794>

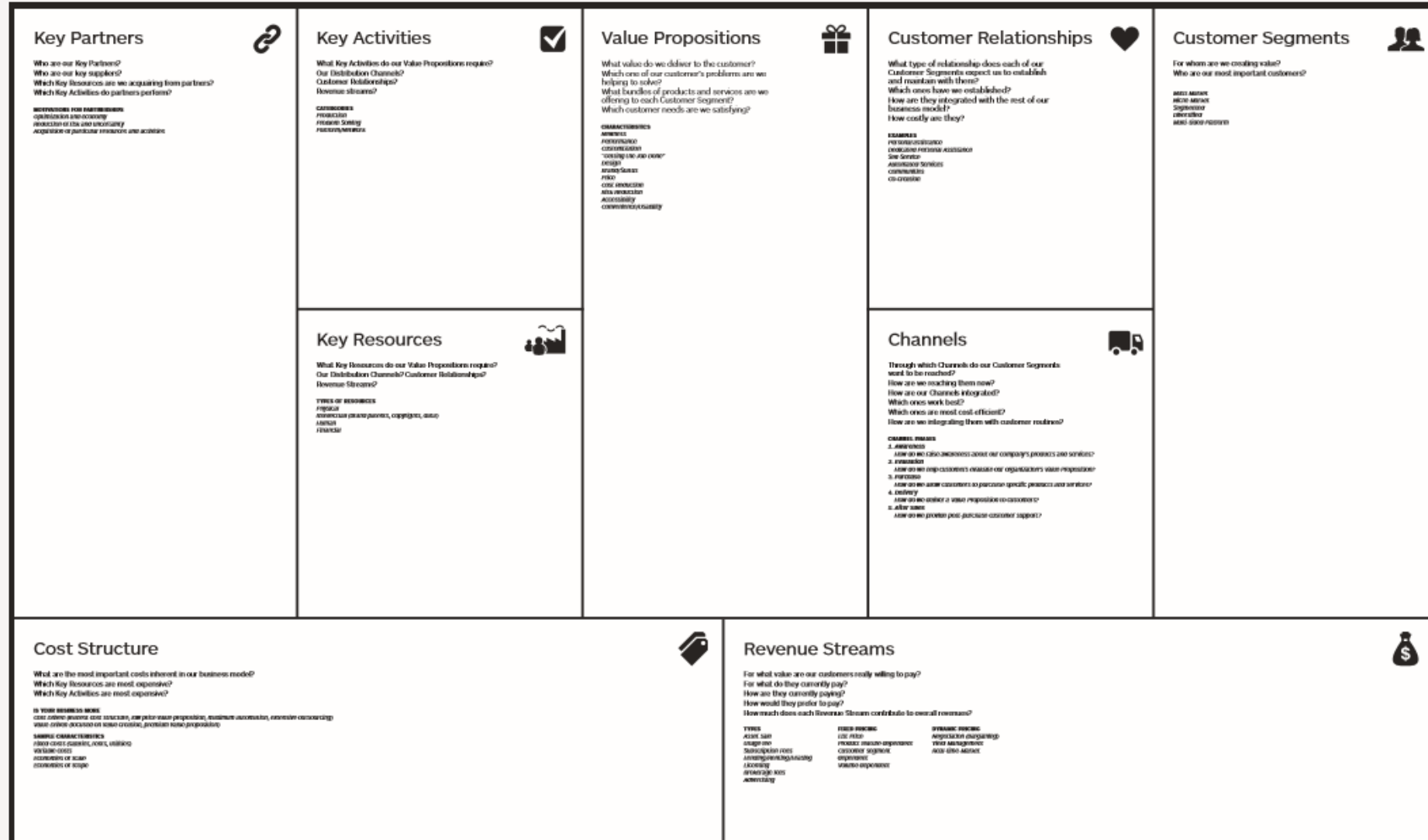
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DESIGNED BY: Business Model Foundry AG
The makers of Business Model Generation and Strategyzer

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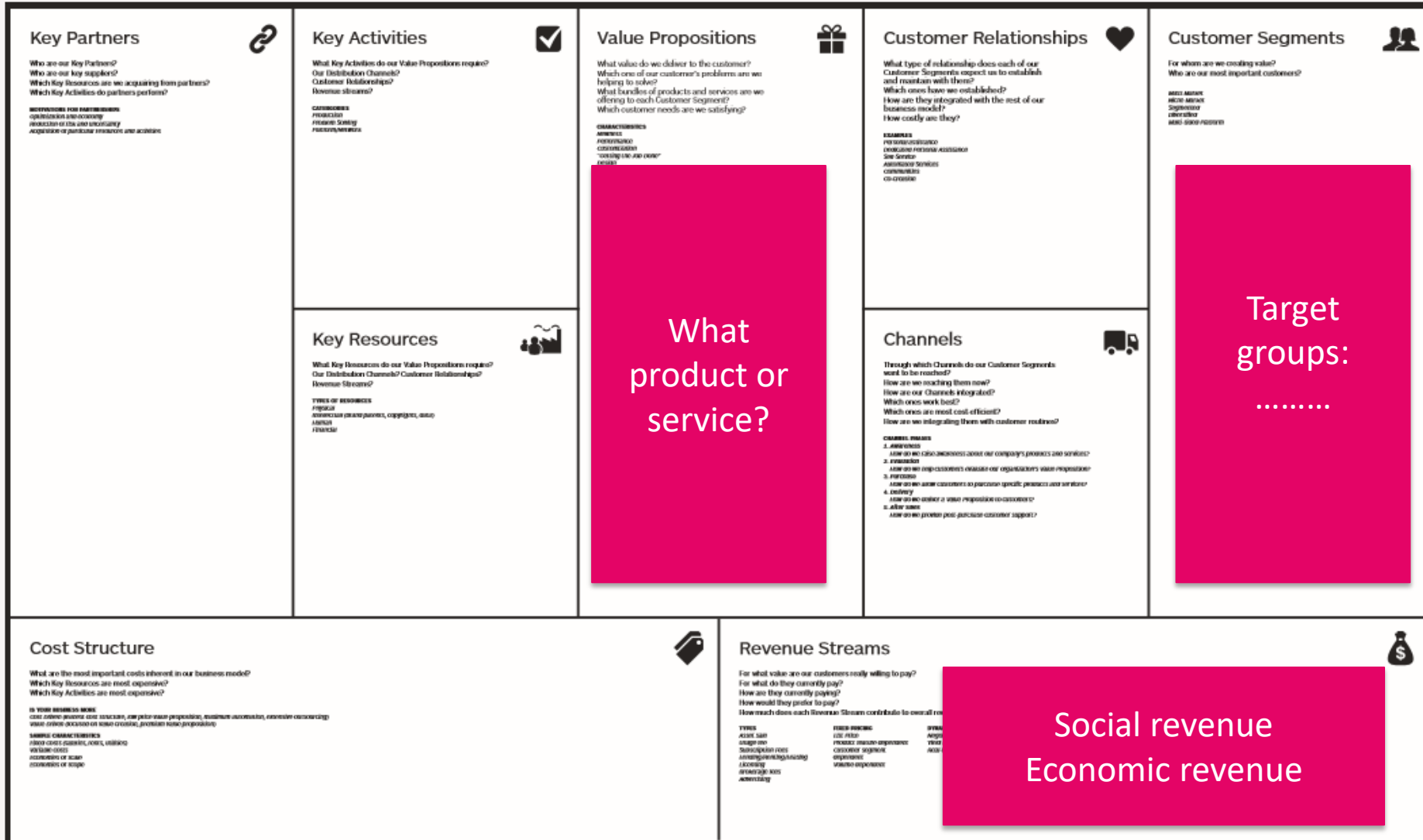
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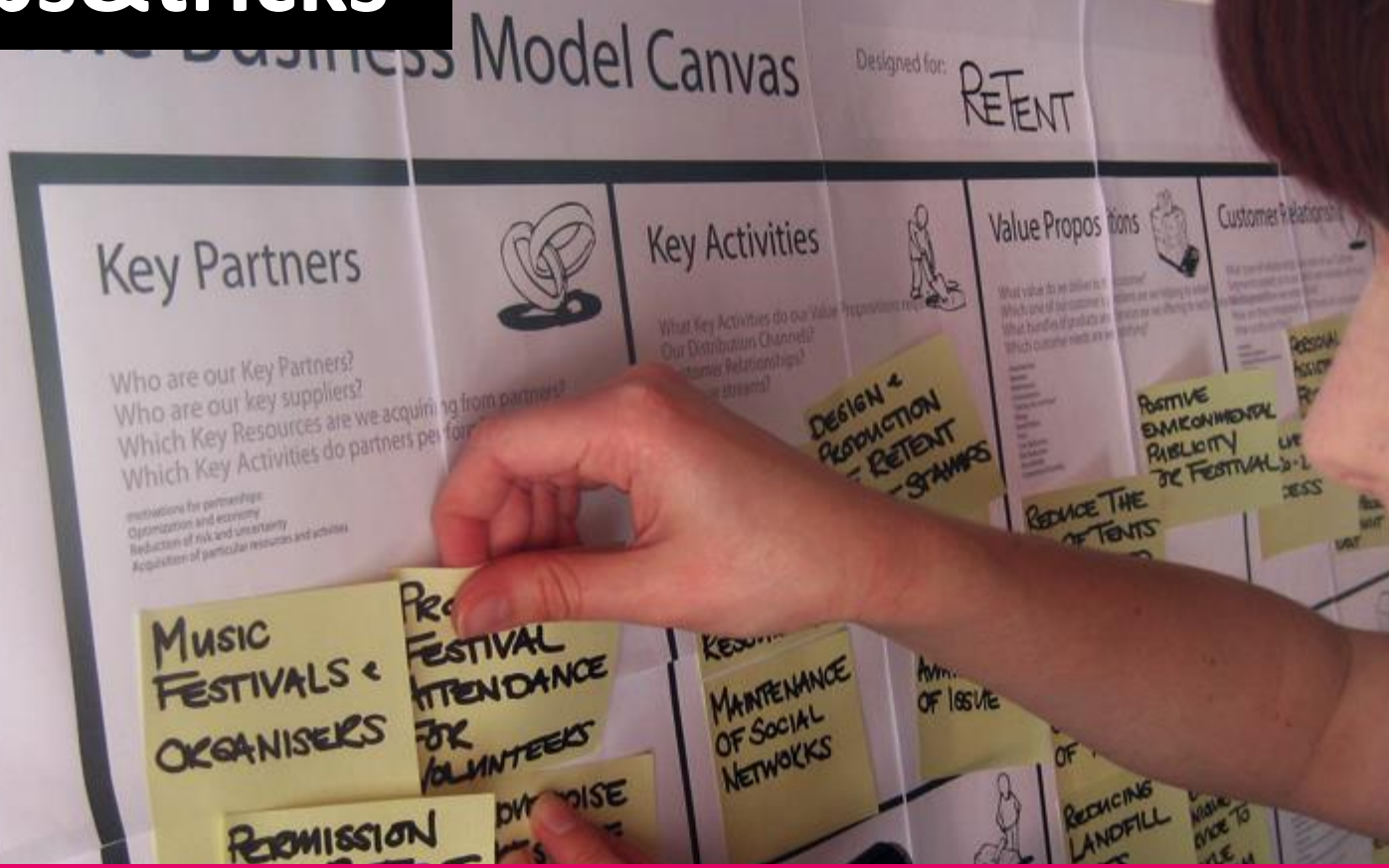
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Tips&tricks



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.



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Share MK B

Netherlands

Boudewijn Grievink

Key partners: Katapult, Pieter Hoekstra

Key activities: Kennis delen

Key resources: Subsidie

Key propositions

Customer relationships

Channels

Customer segments

Cost structure

Revenue streams

Source: [strategyzer.com](https://www.strategyzer.com)

Move objects or canvas

Move canvas only

Add objects tap

Add last double tap

Multiselect long press+drag

Zoom in/out

50%

How to use Business Model Canvas...

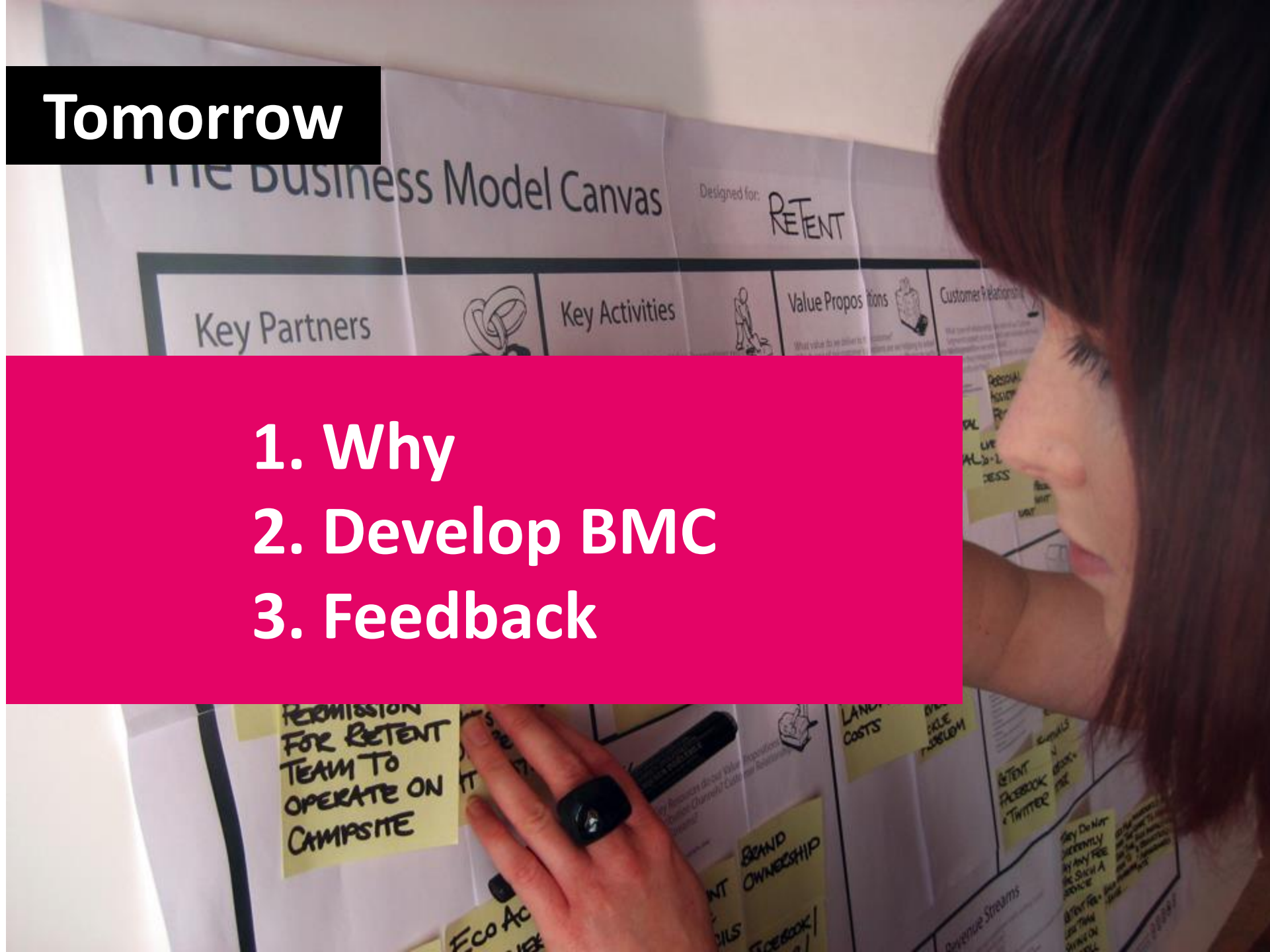
- Complete the Business Model Canvas with **all partners** and/or the **core team**!
- Work out different **scenarios**!
- Make a **Strength/Weakness** analysis based on the Business Model Canvas!
- Find out the **X-factor** of your PPP!
- **Pitch** in 9 building blocks your PPP!

Tomorrow

1. Why
2. Develop BMC
3. Feedback

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Example



“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.”

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