

# The Osterwalder Business Modeling Framework & Canvas

To be applied in the Exploitation  
Strategy of Made4U

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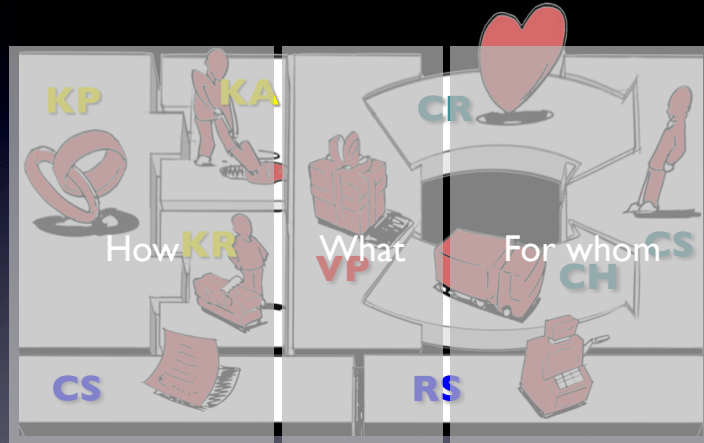
# What is a Business Model?

A business model describes the rationale and processes of how an organization creates and delivers value.

## The Framework

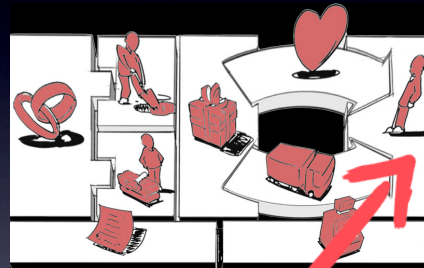


# Framework Building Blocks



## I - Customer Segments

The Customer Segments Block defines the different groups of people or organizations an enterprise aims to deliver its Value Proposition to.



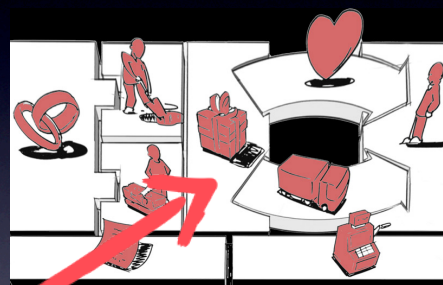
# 1 - Customer Segments

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

Mass Market  
Niche Market  
Segmented  
Diversified  
Multi-sided markets

# 2 - Value Propositions

The Value Propositions Block describes the bundle of products and services that create value for a specific Customer Segment

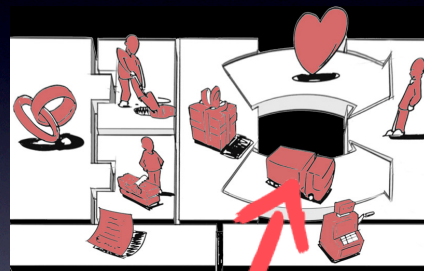


## 2 - Value Propositions

- What value do we deliver to the customer?
  - Which one of our customer's problems are we helping to solve?
  - Which customer needs are we satisfying?
  - What bundles of products and services are we offering to each Customer Segment?
- Newness
  - Performance
  - Customization
  - "Getting the job done"
  - Design
  - Brand/Status
  - Price
  - Cost Reduction
  - Risk Reduction
  - Accessibility
  - Convenience/Usability

## 3 - Channels

- The Channels Block describes how a company communicates with and reaches its Customer Segments to deliver its Value Propositions



# 3 - Channels

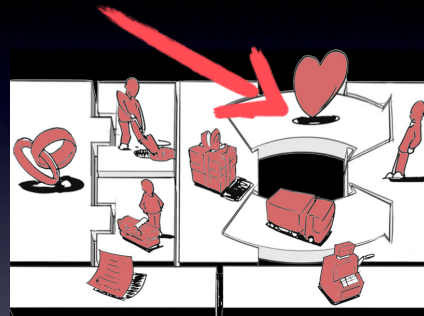
- Through which Channels do our Customer Segments want to be reached?
- How are we reaching them now?
- How are our Channels integrated?
- Which ones work best?
- Which ones are most cost-efficient?
- Channels have five distinct phases. Each channel can cover some or all of these phases.

# 3 - Channels

Channel Types		Channel Phases					
Own	Direct	Sales force					
		Web sales	<b>1. Awareness</b> How do we raise awareness about our company's products and services?	<b>2. Evaluation</b> How do we help customers evaluate our organization's Value Proposition?	<b>3. Purchase</b> How do we allow customers to purchase specific products and services?	<b>4. Delivery</b> How do we deliver a Value Proposition to customers?	<b>5. After sales</b> How do we provide post-purchase customer support?
		Own stores					
Partner	Indirect	Partner stores					
		Wholesaler					

## 4 – Customer Relationships

The Customer Relationships Block describes the types of relationships a company establishes with specific Customer Segments

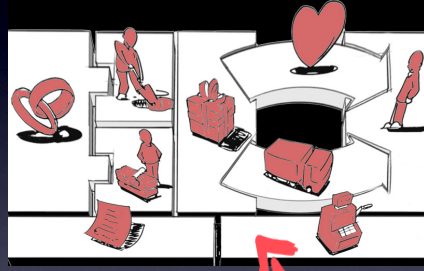


## 4 – Customer Relationships

- What type of relationship does each of our Customer Segments expect us to establish and maintain with them?
  - Personal Assistance
  - Dedicated Personal Assistance
  - Self-Service
  - Automated Services
- Which ones have we established?
  - Communities
  - Co-Creation
- How costly are they?

## 5 – Revenue Streams

- The Revenue Streams Building Block represents the cash a company generates from each Customer Segment.

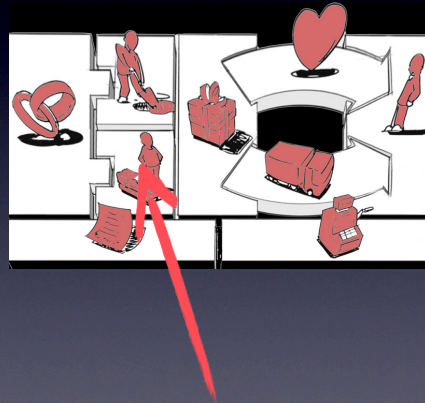


## 5 – Revenue Streams

- For what value are our customers really willing to pay?
  - Asset Sale
  - Usage Fee
- For what do they currently pay?
  - Subscription fees
  - Lending/Renting/Leasing
- How are they currently paying?
  - Licensing
- How much does each Revenue Stream contribute to overall revenues?
  - Brokerage Fees
  - Advertizing

## 6 – Key Resources

The Key Resources Block describes the most important assets required to make a business model work



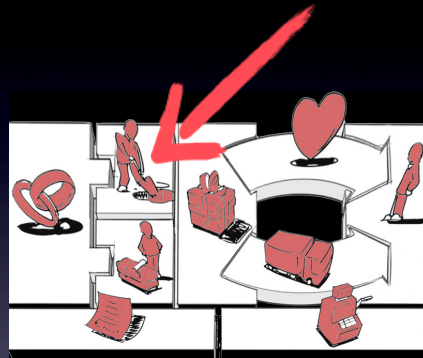
## 6 – Key Resources

- What Key Resources do our Value Propositions require?
- Our Distribution Channels, Customer Relationships, Revenue Streams?

Physical  
Intellectual  
Human  
Financial

## 7 – Key Activities

The Key Activities Block describes the most important things a company must do to make its business model work



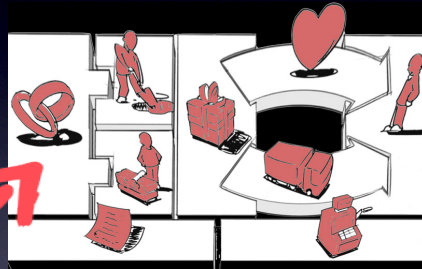
## 7 – Key Activities

- What Key Activities do our Value Propositions require?
- Our Distribution Channels?
- Customer Relationships?
- Revenue streams?

Production  
Problem Solving  
Platform Network

## 8 - Key Partnerships

The Key Partnerships Block describes the network of suppliers and partners that make the business model work



## 8 - Key Partnerships

- Who are our Key Partners?  
Optimization and economy of scale
- Who are our key suppliers?  
Reduction of Risk and Uncertainty
- Which Key Resources are we acquiring from partners?  
Acquisition of particular resources and activities
- Which Key Activities do partners perform?



# The Canvas

