

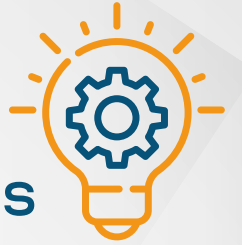


STRATEGY TOOL

***Every Finance Professional
Should Know***



**BUSINESS
MODEL CANVAS**



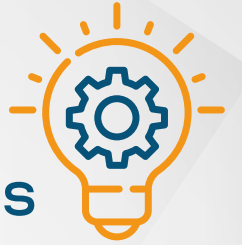
What is

BUSINESS MODEL CANVAS ?

It is a business model describes the rationale of how an organization creates, delivers, and captures value. It includes 9 building blocks, which are:







01 *KEY PARTNERS*

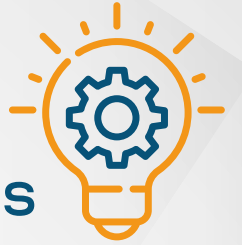
List the partners who helps you optimize your operations, reduce your risks, and get a competitive advantage



02 *KEY ACTIVITIES*

List the most important activities required to implement the company's value proposition





03 **KEY RESOURCES**

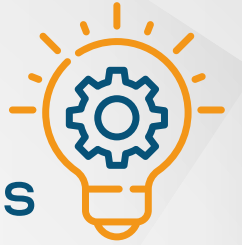
List the resources that are necessary to create value for your customers. These resources could be human, financial, physical, and intellectual



04 **VALUE PROPOSITIONS**

List the products and services you offer to meet the needs of your customers. It includes also your unique selling proposition that will distinguish you from your competitors





05 **CUSTOMER RELATIONSHIPS**

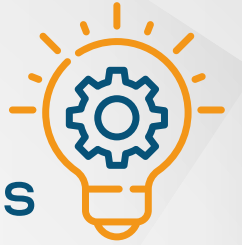
Identify the type of relationship you want to create with your customer segments. How will you interact with them



06 **CHANNELS**

List the different channels you will be using to deliver your value proposition to your targeted customers. The organization can reach its clients through its own channels, through partner's channels, or through a combination of both





07 CUSTOMER SEGMENTS

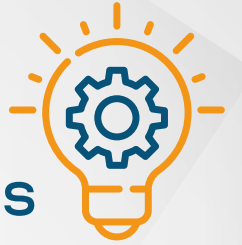
Identify which customers you try to serve (e.g., age, gender, location, interests, habits, etc.)



08 COST STRUCTURE

Estimate the key cost drivers, and how much you are planning to spend on Product development, Marketing, Sales, Website design, etc





09 **REVENUE STREAM**

Estimate the key revenue drivers, and how much you are planning to earn from your different sources of revenue.

