

James R. Anderson III, PhD  
University of Wisconsin – Extension  
*Farmer-to-Farmer, USAID*



# Business Model Canvas

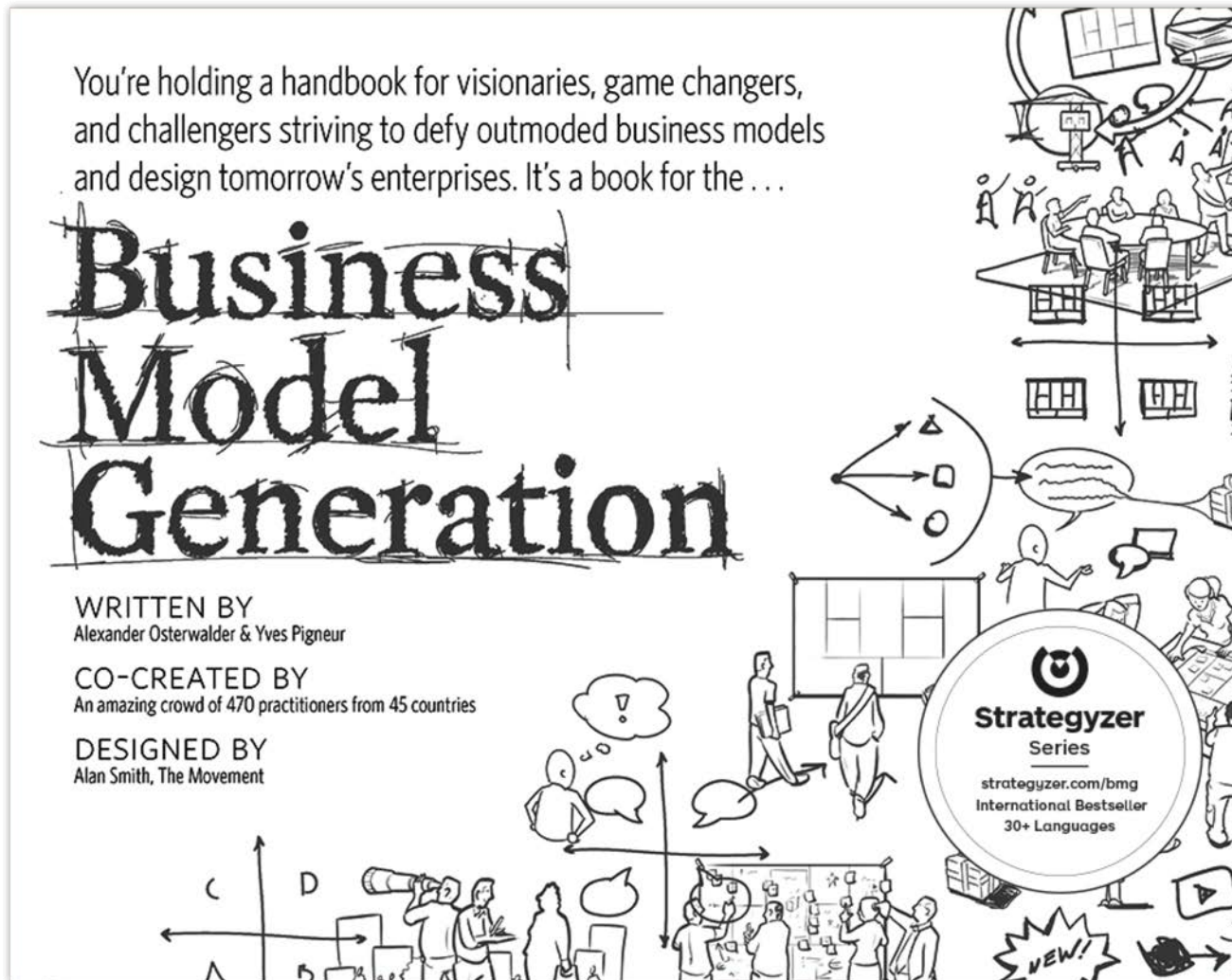
*A strategic management tool to  
design new business ideas, or  
document existing business models.*



*A business model describes the rationale of how an organization creates, delivers and captures value.*

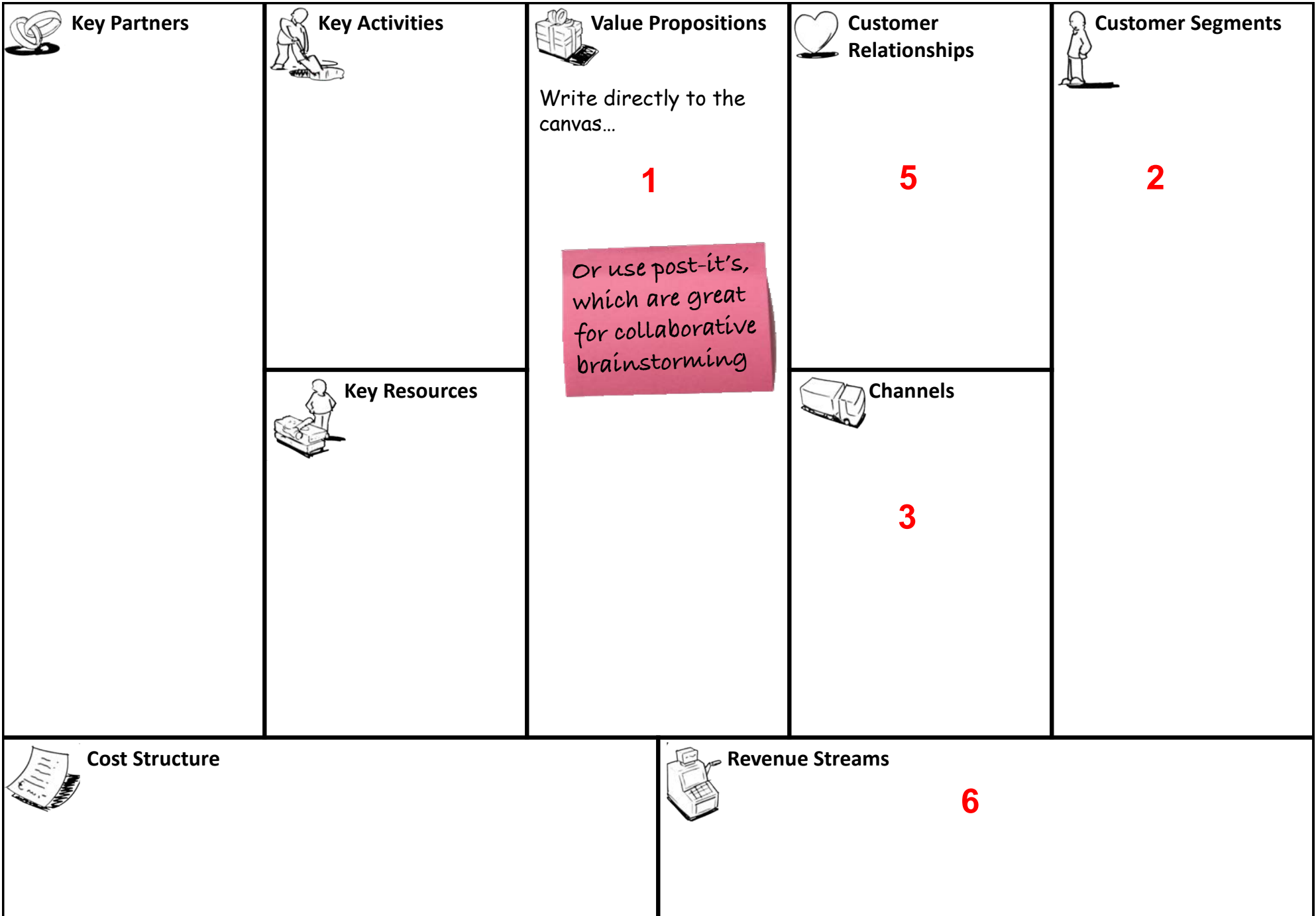
## **BUSINESS MODEL CANVAS**

# Additional Resources:

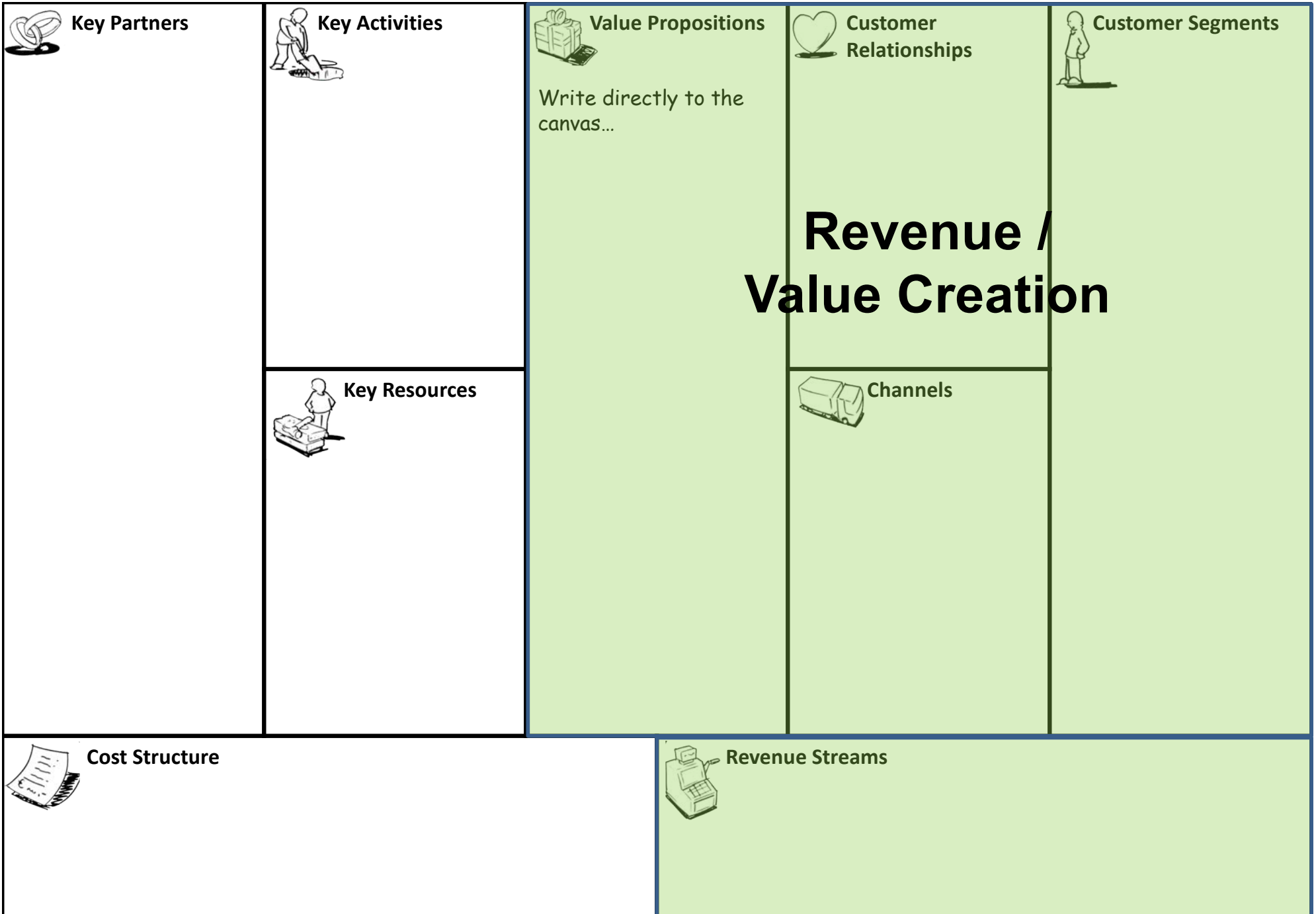


Book by Alexander Osterwalder and Yves Pigneur

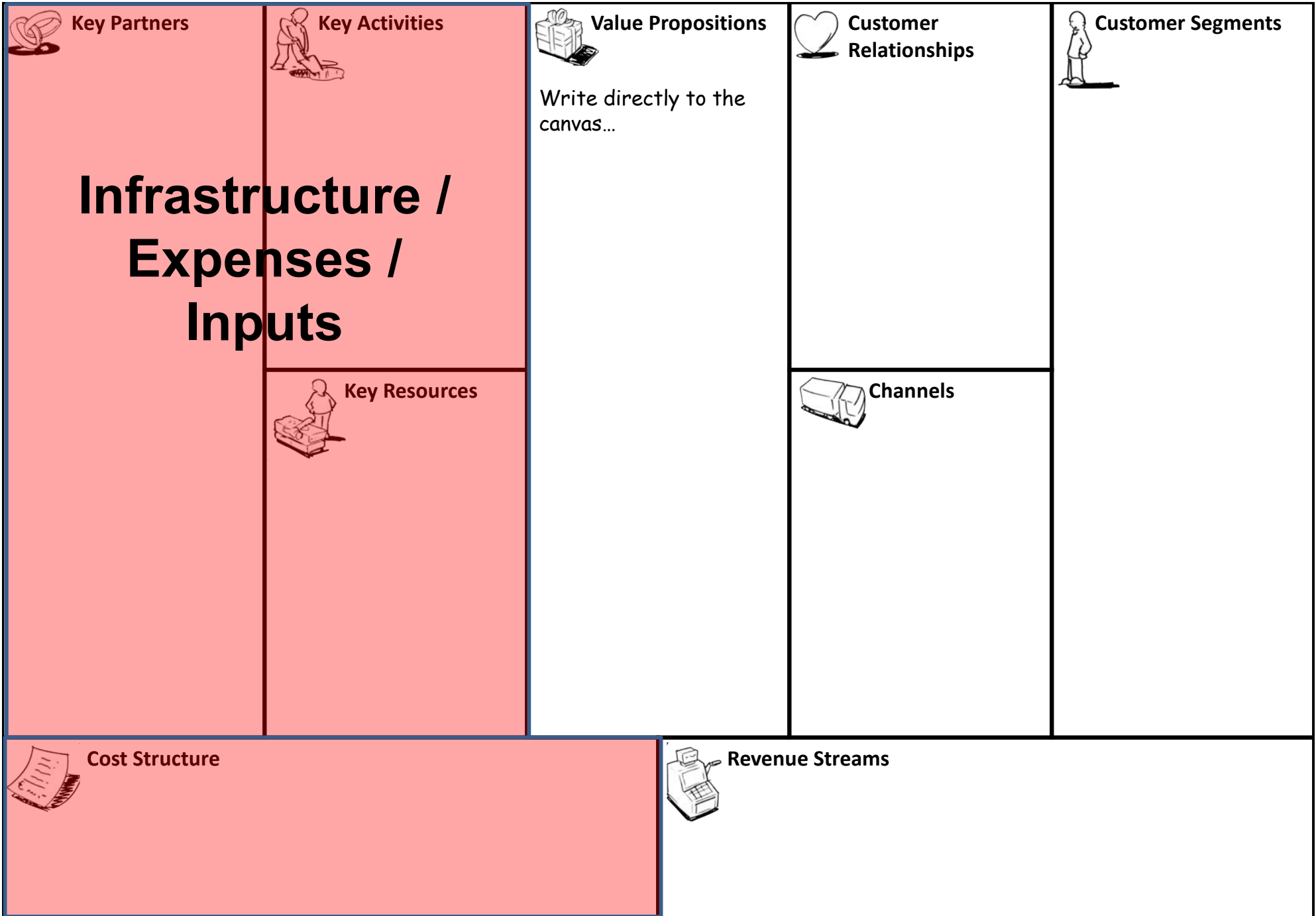
# Business Model Canvas -












# Business Model Canvas -



# Business Model Canvas -



# Business Model Canvas -

 <b>Key Partners</b>	 <b>Key Activities</b>	 <b>Value Propositions</b>  Write directly to the canvas...	 <b>Customer Relationships</b>	 <b>Customer Segments</b>
 <b>Cost Structure</b>	 <b>Key Resources</b>		 <b>Channels</b>	
	 <b>Revenue Streams</b>			

# Business Model Canvas - Coffee Shop (Starbucks)





# Lean Canvas

Project Name

01-Jan-201#










Iteration #x

<b>Problem</b> Top 3 problems	<b>Solution</b> Top 3 features	<b>Unique Value Proposition</b> Single, clear, compelling message that states why you are different and worth paying attention	<b>Unfair Advantage</b> Can't be easily copied or bought	<b>Customer Segments</b> Target customers
	<b>Key Metrics</b> Key activities you measure		<b>Channels</b> Path to customers	
<b>Cost Structure</b> Customer Acquisition costs Distribution costs Hosting People, etc.			<b>Revenue Streams</b> Revenue Model Life Time Value Revenue Gross Margin	

PRODUCT

MARKET

# Business Model Canvas -

 <b>Key Partners</b>	 <b>Key Activities</b>	 <b>Value Propositions</b>  Write directly to the canvas...	 <b>Customer Relationships</b>	 <b>Customer Segments</b>
 <b>Cost Structure</b>	 <b>Key Resources</b>		 <b>Channels</b>	
	 <b>Revenue Streams</b>			