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# 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:

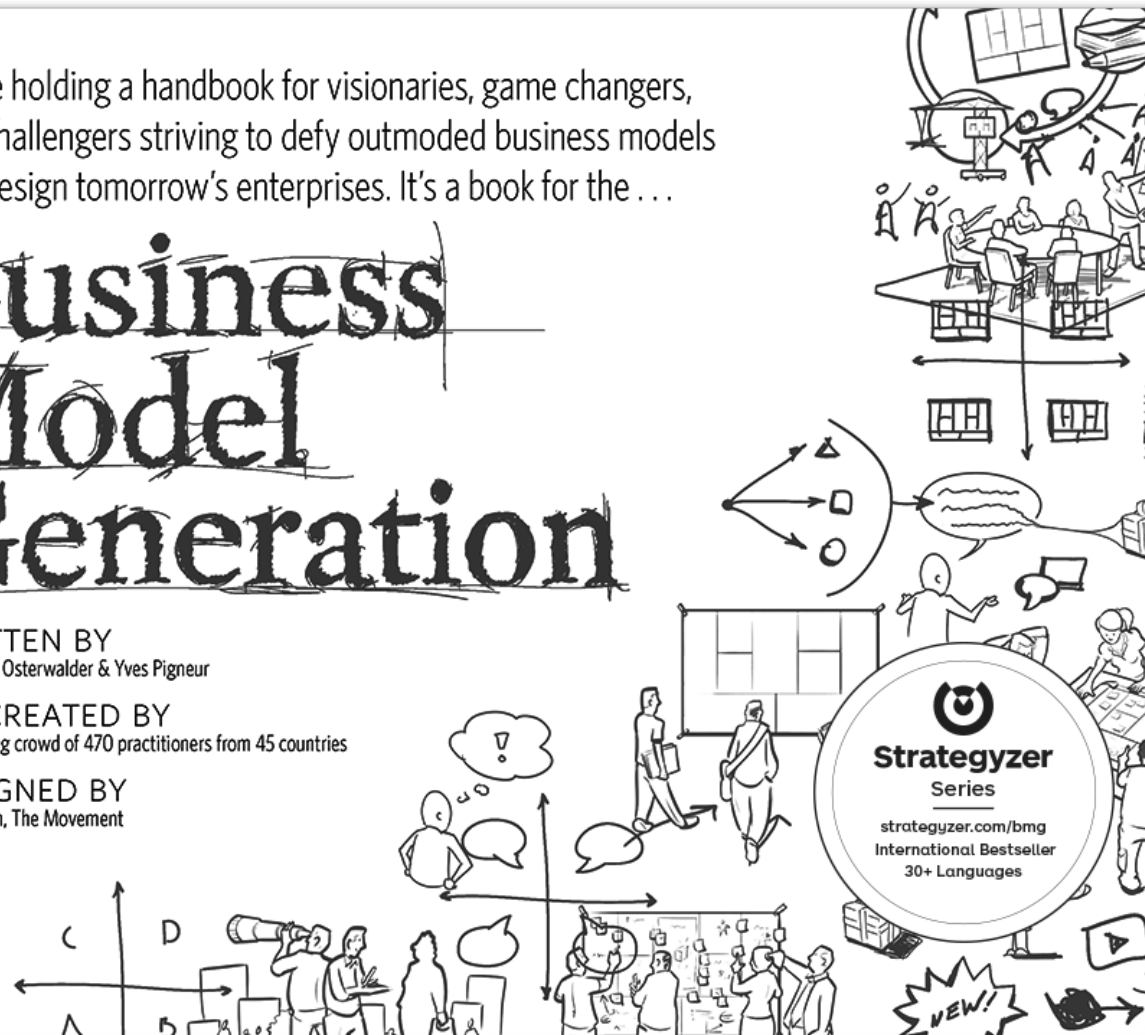
You're holding a handbook for visionaries, game changers, and challengers striving to defy outmoded business models and design tomorrow's enterprises. It's a book for the ...

## Business Model Generation

WRITTEN BY  
Alexander Osterwalder & Yves Pigneur

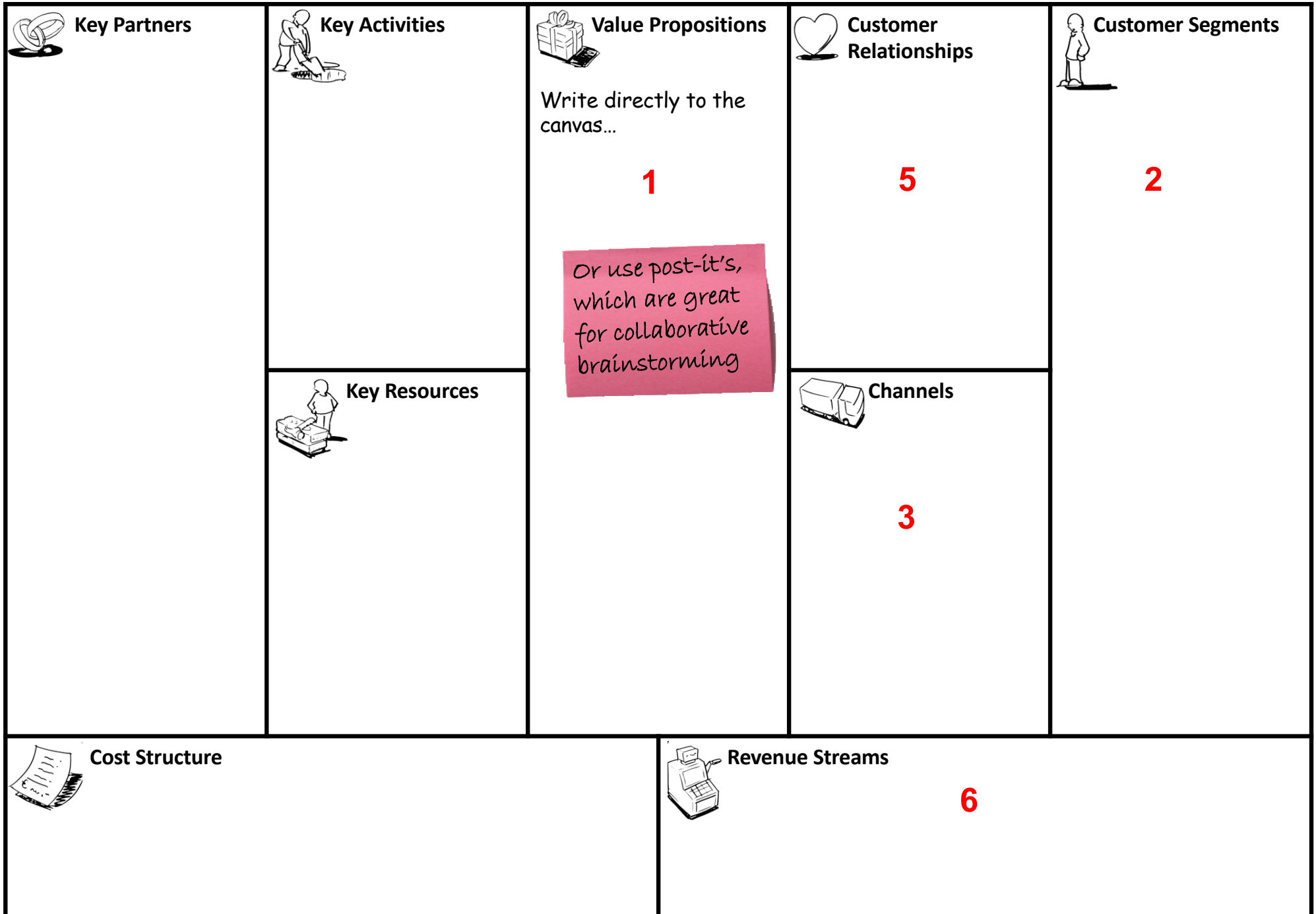
CO-CREATED BY  
An amazing crowd of 470 practitioners from 45 countries

DESIGNED BY  
Alan Smith, The Movement

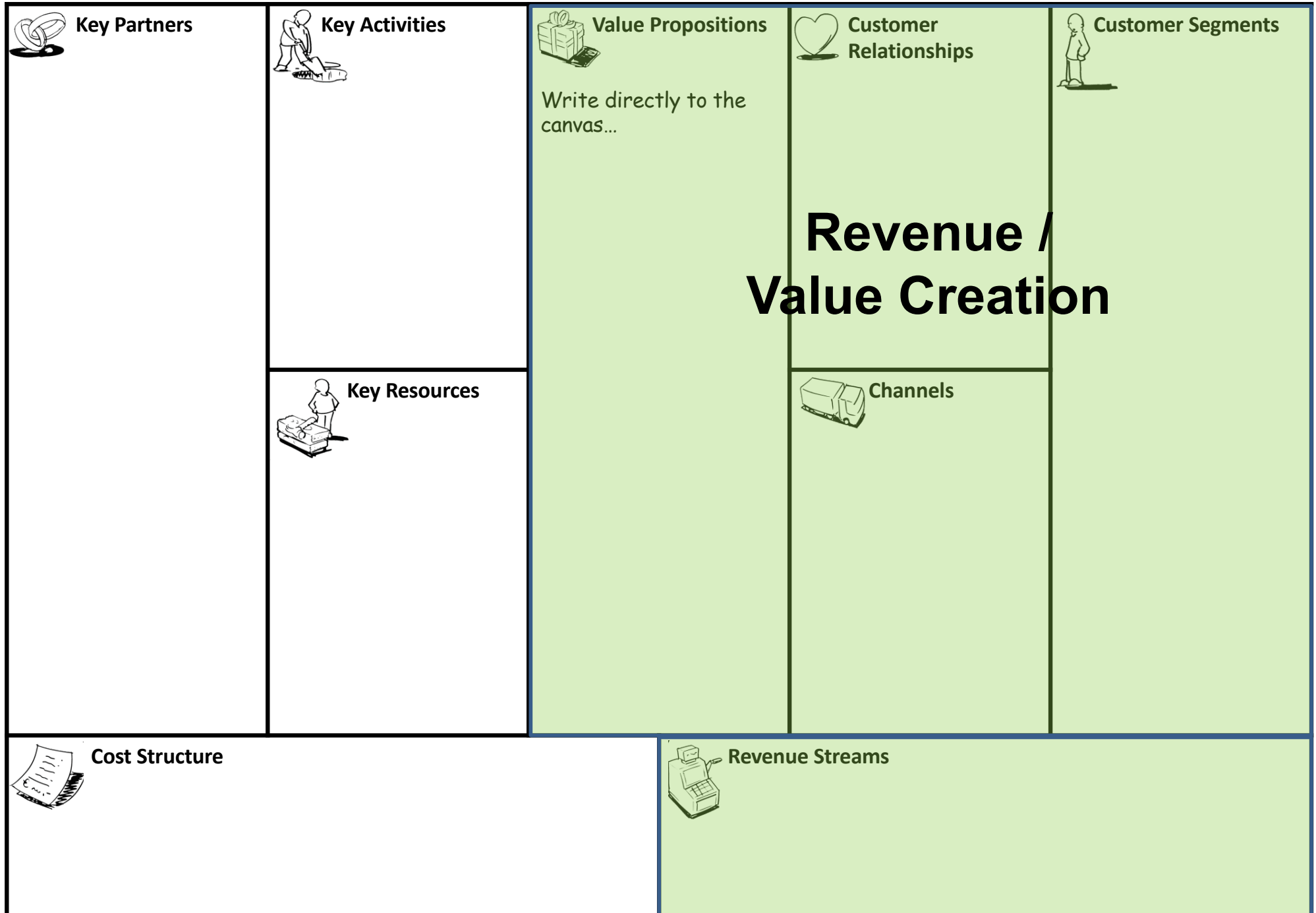


Book by Alexander Osterwalder and Yves Pigneur

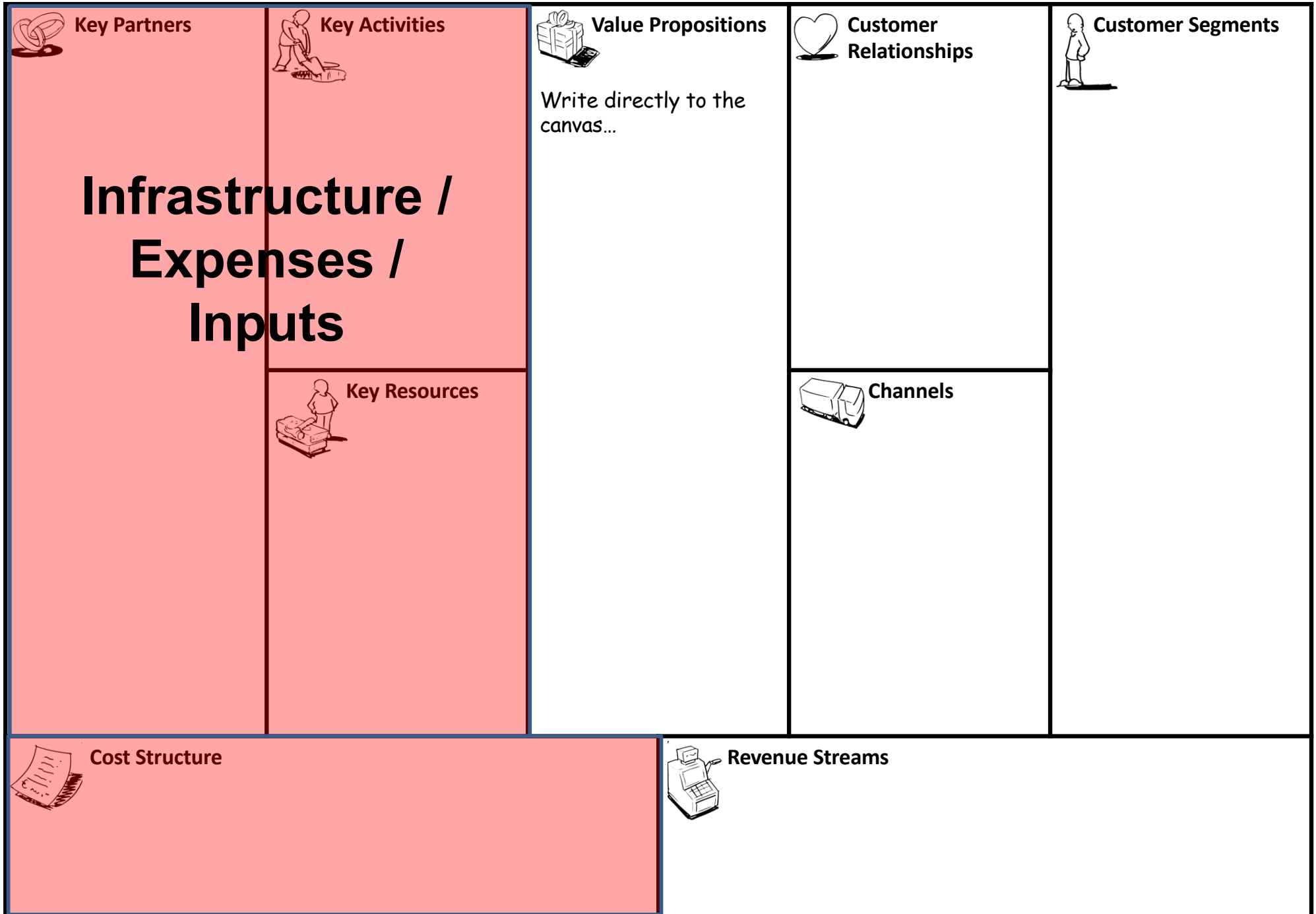
# Business Model Canvas -



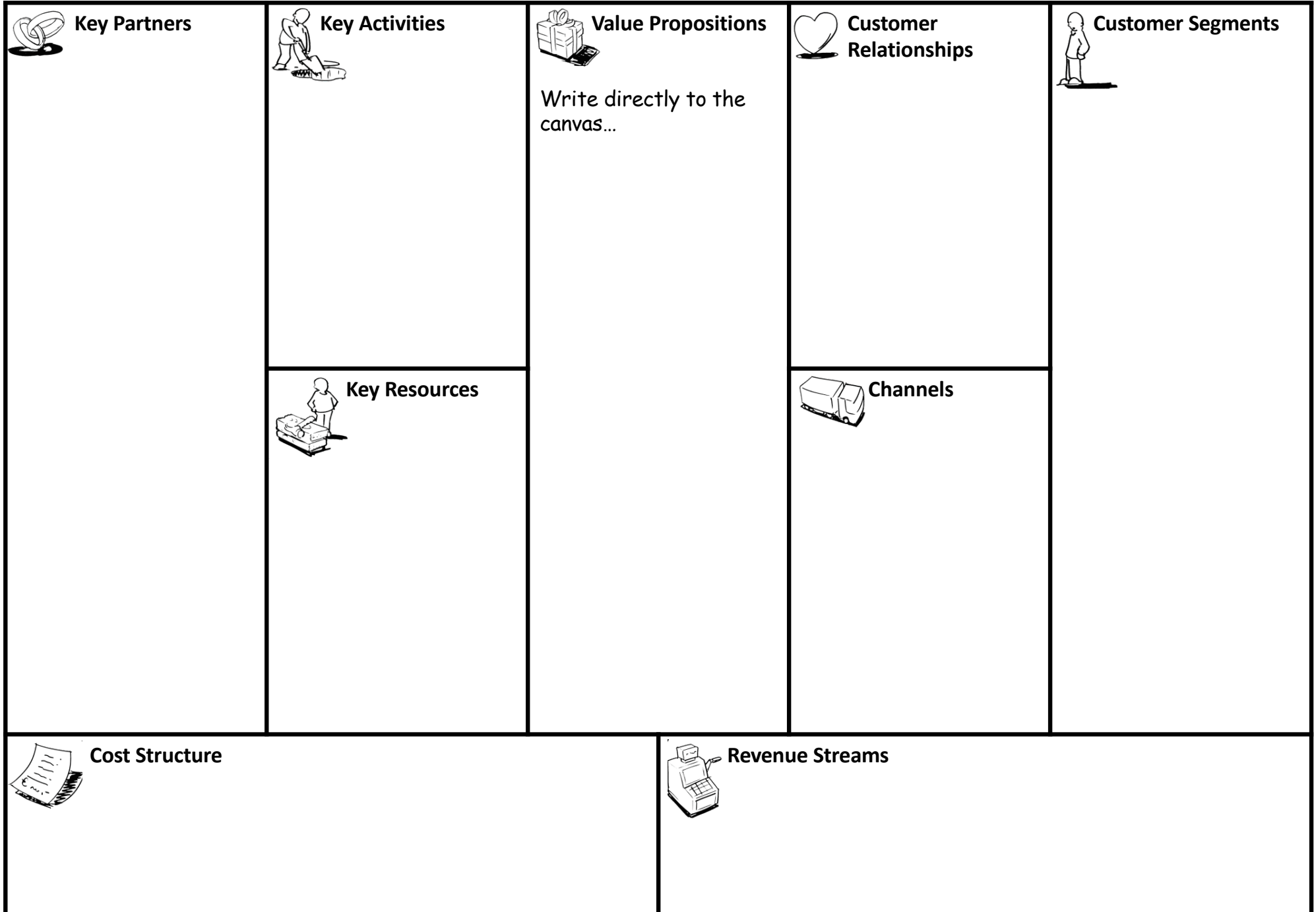
# Business Model Canvas -



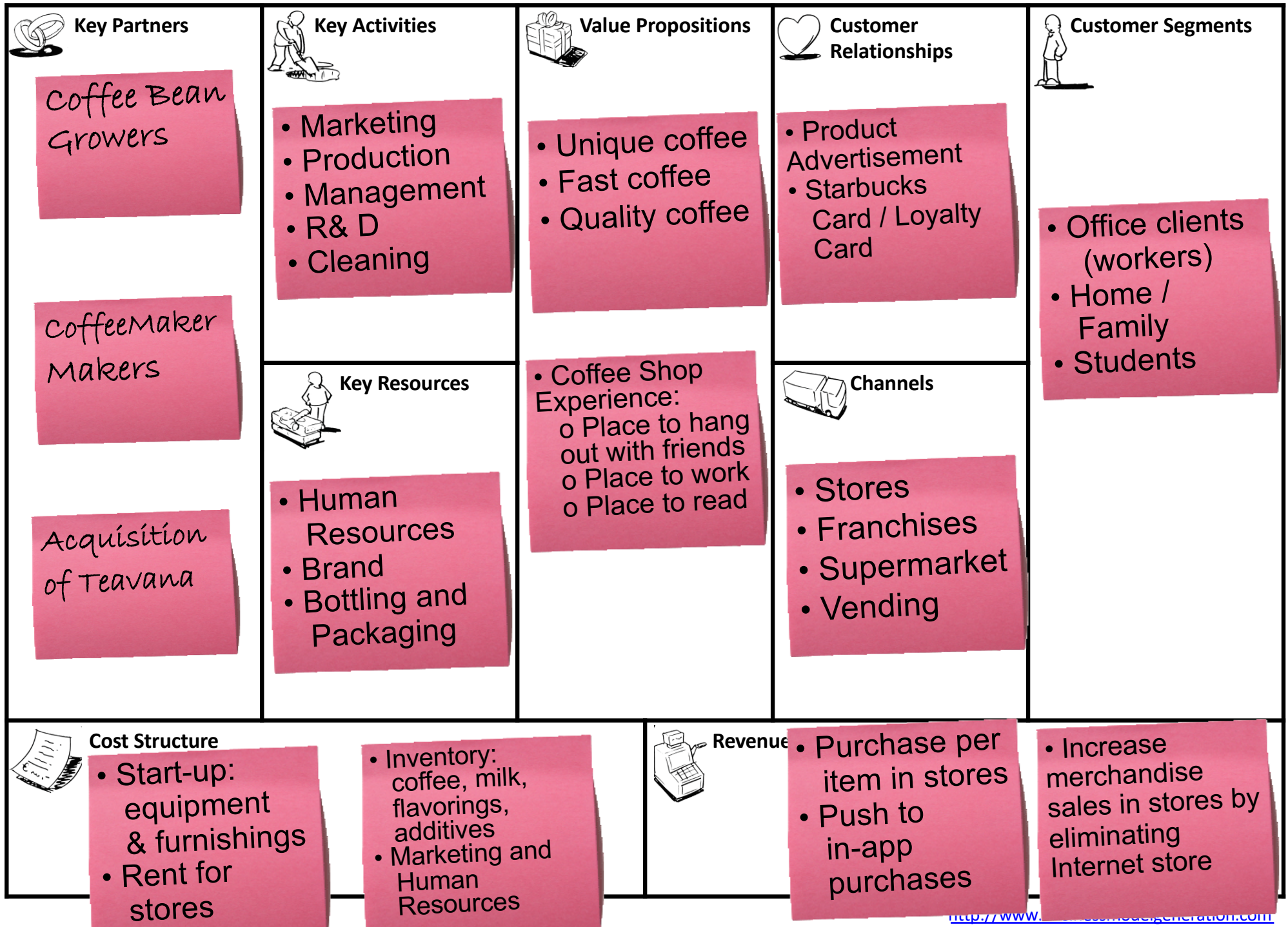
# Business Model Canvas -



# Business Model Canvas -



# 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 -

