

Basic Business Model: Business Model Canvas

A. What is Business Model Canvas?

Business Model Canvas is a tool to modelling your business to make it easier to understand. This model is really popular to use, because in one business model you can provide the value of your product/company, the marketing target, the resources, and the revenue stream.

B. The Component of Business Model Canvas

1. Key Partners

This part is where you put all your partners to create your product or company.

2. Key Activities

Including all your activity to create and get your product with your partners.

3. Key Resources

All the resources you need to create the product.

4. Value Proposition

Description and the value of your product.

5. Customer Relation

How you keep your relationship between you and your customer.

6. Channels

How you can deliver the product and its value to your customer.

7. Customer segments

Who are your customer? (e.g. Adult, Teenager, Community, etc.)

8. Cost Structure

What is the monthly, weekly, annually cost to create your product.

9. Revenue Stream

How you manage the cash flow and your profit.

C. Business Model Canvas Example

