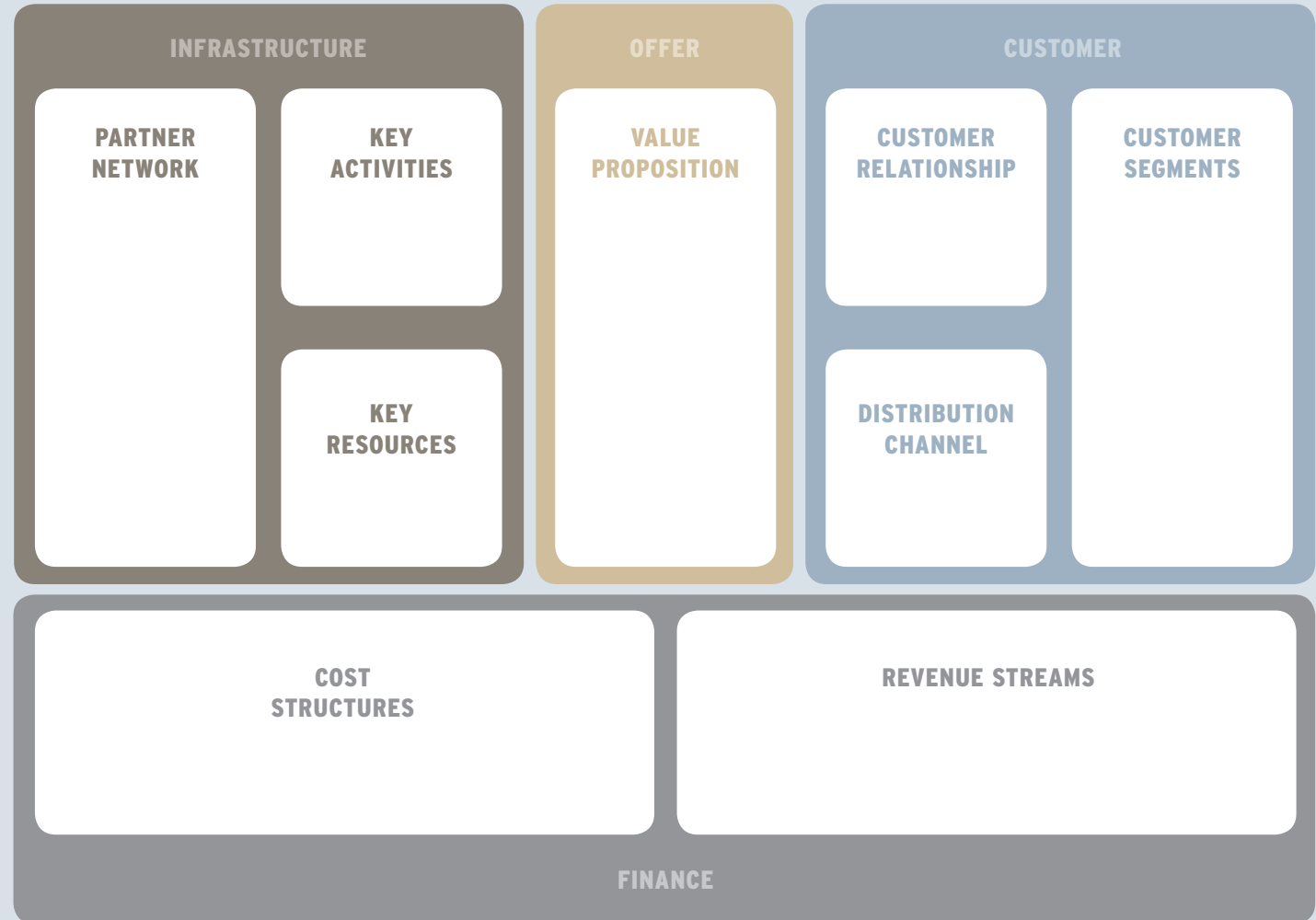


> // THIS CHECKLIST IS PART OF THE INNOVATION EXPEDITION, BY GIJS VAN WULFEN. CHECK IT OUT ON [AMAZON.COM](https://www.amazon.com)



BUSINESS MODEL CANVAS



THE BUSINESS MODEL CANVAS

(Business Model Generation, Alexander Osterwalder, Yves Pigneur, Wiley, 2010) is a management template for developing new or documenting existing business models. It is a visual chart with nine building blocks describing an organization's value proposition, infrastructure, customers and finances. A new business model starts with customer friction, i.e., any relevant need or wish from a specific customer segment that is not sufficiently satisfied. This is the basis for an innovative business model.

INFRASTRUCTURE

Key Activities: The most important activities in executing a company's value proposition.

Key Resources: The resources that are necessary to create value for the customer.

Partner Network: The partners who optimize operations and reduce risks of a business model.

OFFER

Value Propositions: The collection of products and services that serve the needs of its customers. A company's value proposition is what distinguishes the company from its competitors.

CUSTOMER

Customer Segments: Various sets of customers can be segmented, based on specific needs.

Distribution Channels: Fast, efficient and cost-effective ways to deliver a company's value proposition.

Customer Relationships: The type of relationship the company wants to create with its customer segments (for example personal assistance, self-service or automated services).

FINANCE

Cost structure: The most important financial consequences under different business models.

Revenue Streams: The way a company makes income from each customer segment.