

Team or Company Name:

COMPANY NAME

Date:

MM/DD/YY

The Blue Canvas (BMC 2.0)

<p>Key Resources</p> <ul style="list-style-type: none"> • What Key Resources does our Value Proposition require? • Financial, Physical, IP, HR? ✓ What kind of input our processes need? (Goods, Services, Information) <p style="text-align: center; font-size: 2em;">7</p>	<p>Key Activities</p> <ul style="list-style-type: none"> • What Key Activities does our Value Proposition require? • Manufacturing? • Software? • Supply chain? ✓ Logistic? ✓ Where and how our processes and people interfaces with our partners? <p style="text-align: center; font-size: 2em;">6</p> <p>Key Partners</p> <ul style="list-style-type: none"> • Who are our Key Partners? • Who are our Key Suppliers? • What are we getting from them? • What are we giving them? ✓ What key services are they performing? ✓ Which of our processes are they sustaining? <p style="text-align: center; font-size: 2em;">8</p>	<p>Value Proposition</p> <ul style="list-style-type: none"> ✓ What job are we helping our customers to do? ✓ What value do we deliver to the customer? ✓ How can we create a value proposition profile that is unique and selling? • Which one of our customer's problems are we helping to solve? • Which customer needs are we satisfying? • Which are the key features of our product that match customers problem / needs? <p style="text-align: center; font-size: 2em;">2</p>	<p>Channels</p> <ul style="list-style-type: none"> • Through which Channels do our Customer Segments want to be reached? ✓ Which is the easiest (convenient) way for our customers to get our products/services? ✓ Which is the most effective way for us to consistently deliver our products/services? <p style="text-align: center; font-size: 2em;">4</p> <p>Customer Relationships</p> <ul style="list-style-type: none"> • How we will get, keep and grow our customers? ✓ Which is our Unique Selling Proposition? ✓ What is the best way (brand, name, message) to be memorized as a solution for their problem? ✓ What is our A-T-R (awareness, trial, re-purchase) model? <p style="text-align: center; font-size: 2em;">3</p>	<p>Customer Segments</p> <ul style="list-style-type: none"> • Who are our most important customers? • What are their archetypes? • What job do they want us to get done for them? ✓ Who are our "earlyevangelists" who are trying to build the solution themselves? ✓ Who are the decision makers? ✓ What kind of value (how much money / how much self-gratification) are they aspiring to get? ✓ What kind of budget to they have? <p style="text-align: center; font-size: 2em;">1</p>
<p>Cost Structure</p> <ul style="list-style-type: none"> • What are the most important costs inherent in our business model? ✓ Opex, Capex, Risks Mitigation <p style="text-align: center; font-size: 2em;">9</p>		<p>Revenue Streams</p> <ul style="list-style-type: none"> • How do we make money? • What is the revenue model? (e.g. production, retail, rental, subscription, pay per use, etc.) • What are our pricing tactics? <p style="text-align: center; font-size: 2em;">5</p>		

Sources:

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