The Business Model Canvas
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Key Partners

Key Activities

Value Proposition

Customer Relationships

Customer Segments

Walmart

Infosys

Apple

Google

Silicones Simplified

Foxconn

The World Bank

Citi

Key Resources

Channels

Cost Structure

Revenue Streams

Sam's Club

Gartner

LinkedIn

eBay
Facebook – World’s leading Social Networking Site (SNS)

**Key Partners**
- Content Partners (TV Shows, Movies, Music, News Articles)

**Key Activities**
- Platform Development
- Data Center Operations Mgmt

**Key Resources**
- Facebook Platform
- Technology Infrastructure

**Value Propositions**
- Connect with your friends, Discover & Learn, Express yourself
- Reach, Relevance, Social Context, Engagement
- Personalized and Social Experiences, Social Distribution, Payments

**Relationships**
- Same-side Network Effects
- Cross-side Network Effects

**Channels**
- Website, Mobile Apps
- Facebook Ads, Facebook Pages
- Developer Tools and APIs

**Customer Segments**
- Internet Users
- Advertisers and Marketers
- Developers

**Cost Structure**
- Data center costs
- Marketing and Sales
- Research and Development
- General and Administrative

**Revenue Streams**
- Free
- Ad Revenues
- Payment Revenues
## Google Business Model

### Key Partners
- Distribution Partners
- Open Handset Alliance
- OEMs (for Chrome OS devices)

### Key Activities
- R&D – Build New Products, Improve Existing products
- Manage Massive IT Infrastructure

### Key Resources
- Datacenters
- IPs, Brand

### Value Propositions
- Web Search, Gmail, Google+
- Targeted Ads using Adwords (CPC)
- Extend Ad campaigns using Adsense
- Display Advertising Mgmt Services
- OS and Platforms – Android, Chrome OS
- Hosted web-based Google Apps

### Relationships
- Automation (where possible)
- Dedicated Sales for large accounts
- Global Sales and Support Teams
- Multi-product Sales force

### Customer Segments
- Internet Users
- Advertisers, Ad Agencies
- Google Network Members
- Mobile device owners
- Developers
- Enterprises

### Cost Structure
- Traffic Acquisition Costs
- R&D Costs (mainly personnel)
- Data center operations
- S&M, G&A

### Revenue Streams
- Ad Revenues – Google websites
- Ad Revenues – Google n/w websites
- Enterprise Product Sales
- Free

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The Business Model Canvas

Key Partners
Who are our Key Partners? Who are our key suppliers? Which Key Resources are we acquiring from partners? Which Key Activities do partners perform?

Key Partners: local CSA's, urban farms, and produce stand owners.
Motivation: they supply the information regarding the location, availability, and price of their fruits and vegetables which is essential to my service.
The Partner's activities: they take photos of their produce using their smartphones and publish them along with description and price information for customers to view.

Key Activities

- Our value proposition requires that customers and farmers upload information about produce location and prices
- Farmers are incentivized to post their produce because it allows them to advertise
- Customers are incentivized to post fruit and vegetables they find because they can share stuff with their friends

Key Resources

- We have the app itself as a resource
- We also have all the information about locations and prices of produce
- We also also the relationships with our farmers as a resource

Value Propositions
What value do we deliver to the customer? Which one of our customer's problems are we helping to solve? What bundles of products and services are we offering to each?

- The problem: finding and comparing local food is difficult. It requires that you know where the markets are, when they are open, and what products they have.
- This problem is especially difficult when you are new to a city or not connected with the city's food enthusiast culture.
- The other big problem: Local produce growers struggle to connect with new customers beyond the food enthusiast market.
- The app provides customers with a simple way to find exactly the food they want without wandering around from market to market.
- The app also provides farm growers with an opportunity to connect and advertise to new people (for a small fee)

Customer Relationship
What type of relationship does each of our Customer Segments expect us to establish and maintain with them? Which ones have we established? How are they integrated with the rest of our business model? How costly are they?

- We hope to establish a fun and casual relationship with our customers.
- It will be easy to build strong relationships with the Austin foodie crowd.
- It will be more difficult to get connected with those who aren't food enthusiasts.
- We would need to do strategic advertising to attract the non-foodie audience.

Customer Segments
For whom are we creating value? Who are our most important customers?
- We are creating value for young families, food enthusiasts, and newcomers to Austin.
- Young parents can find healthy food more conveniently.
- Food enthusiasts can quickly compare food prices and locations.
- Newcomers to Austin can find healthy food without needing to know where all the markets and stands are.
- Our most important customers are young families because many aren't food enthusiasts and would greatly benefit from the nutrition of local food.

Cost Structure
What are the most important cost inherent in our business model? Which Key Activities are most expensive?

- Main cost: maintenance and upkeep of the service's servers
- Main activity costs: e-mail customer support
- Main Key resources costs: servers, office space, computing equipment

Revenue Streams
For what value are our customers really willing to pay? How would they prefer to pay? How much does each Revenue Stream contribute to overall revenues?

- The app is free for consumers.
- The app needs to be free or very low cost because many similar products are freely available (Fourquare, Yelp, Foodspotting, etc.)
- Produce suppliers can get featured posts which rank at the top of search results. They are charged a dollar a click.

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