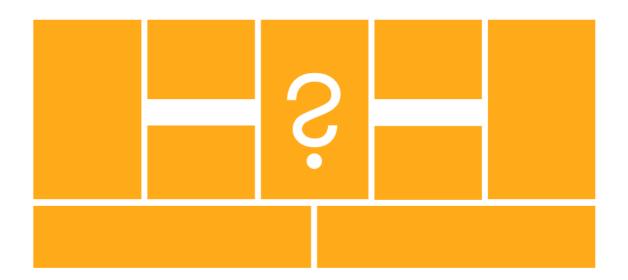


# Business Canvas is a framework for visualizing business models.

It was created by Alexander Osterwalder from Strategyzer.com (see his book "Business Model Generation")

## How to present BMC in a creative way?



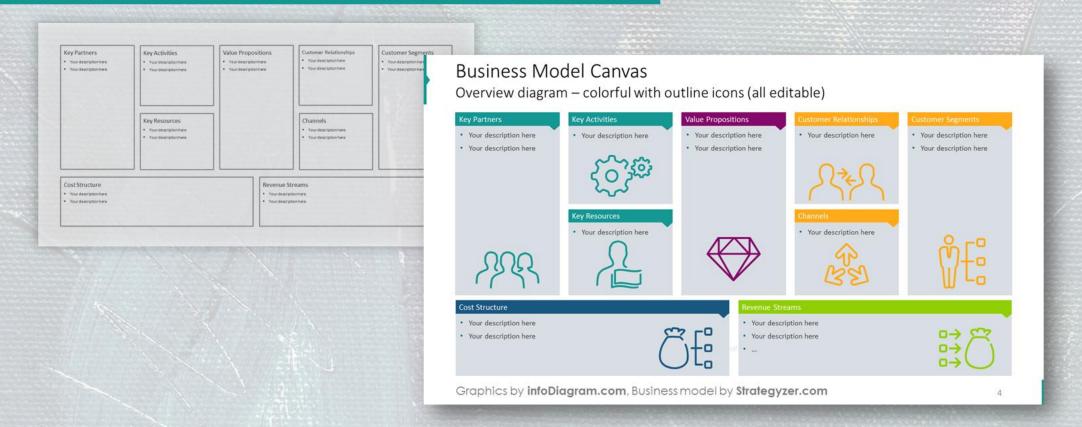
# Using just plain text in rectangles is not very eye-catching

Your description here

### **Key Partners Value Propositions** Customer Relationships **Customer Segments Key Activities** · Your description here **Key Resources** Channels Your description here · Your description here · Your description here · Your description here Cost Structure Revenue Streams Your description here · Your description here

Your description here

# Using just plain text in rectangles is not very eye-catching



Here are some tips for how to make your BMC visually interesting







1 Illustrate with icons

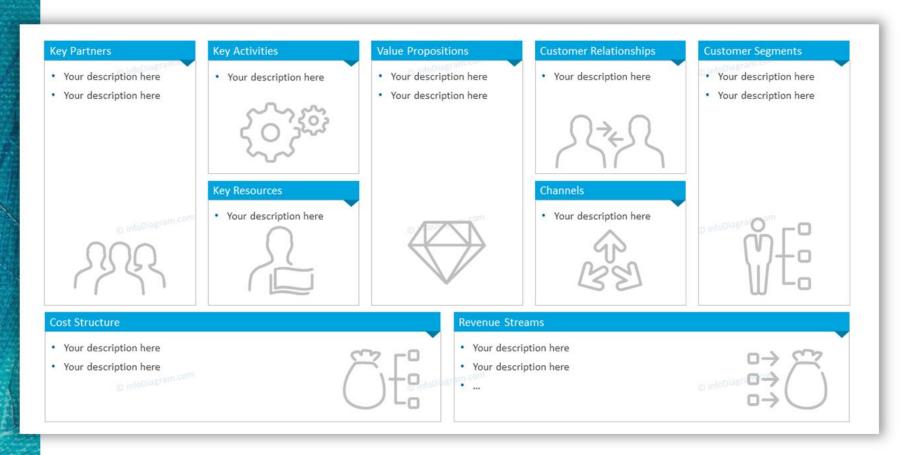


### BMC using light & modern Outline Icons

Example based on visuals from <u>infoDiagram.com</u> infographics templates



Icons increase readability of your topic

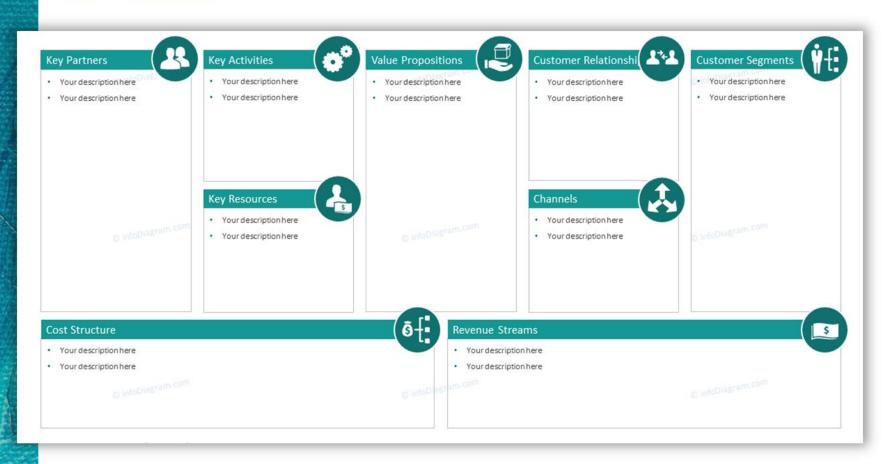




They also draw your audience's attention

# Example of BMC using flat icons – visible even if small

Example based on visuals from <u>infoDiagram.com</u> infographics templates





And are engaging, visually supporting your text

## Add personal touch by adding scribble icons

Example based on visuals from <u>infoDiagram.com</u> infographics templates





# Add visual details 2

## Example of BMC with graphic details

Example based on visuals from infoDiagram.com infographics templates

### **Key Partners**

In order to optimize operations and reduce risks of a business model. organization usually cultivate buyersupplier relationships so they can focus on their core activity. Complementary business alliances also can be considered through joint ventures. strategic alliances between competitors or non-competitors.



**Key Activities** 

The most important activities in

proposition. An example for Bic, the pen

manufacturer, would be creating an

efficient supply chain to drive down

executing a company's value

The resources that are necessary to create value for the customer. They are considered an asset to a company, which are needed in order to sustain and support the business. These resources could be human, financial, physical and intellectual

### Value Propositions

The collection of products and services a business offers to meet the needs of its customers. According to Osterwalder, (2004), a company's value proposition is what distinguishes itself from its competitors. The value proposition provides value through various elements such as newness, performance, customization, "getting the job done", design, brand/status, price, cost reduction, risk reduction, accessibility, and convenience/usability.

- The value propositions may be: Quantitative-price and efficiency
- Qualitative overall customer experience and outcome

### Customer Relationships

To ensure the survival and success of any businesses, companies must identify the type of relationship: Personal Assistance

- Dedicated Personal Assistance
- Self Service
- Automated Services
- Communities
- Co-creation

### Channels

A company can deliver its value proposition to its targeted customers through different channels. Effective channels will distribute a company's value proposition in ways that are fast. efficient and cost effective.

### **Customer Segments**

To build an effective business model, a company must identify which customers it tries to serve. Various sets of customers can be segmented based on the different needs and attributes to ensure appropriate implementation of corporate strategy meets the characteristics of selected group of

- MassMarket Niche Market
- Segmented
- Diversify
- · Multi-Sided Platform / Market



# Adding a simple stripe with a triangle can achieve a lot

### Cost Structure

This describes the most important monetary consequences while operating under different business models. A company's DOC.

### Revenue Streams

The way a company makes income from each customer segment. Several ways to generate a revenue stream: Asset Sale - (the most common type) Selling ownership rights to a physical good. e.g. retail corporations





Use vivid colors to group BMC elements

## Example of BMC using vivid palette

Example based on visuals from <u>infoDiagram.com</u> infographics templates

**Key Activities** 

· Your description here

Bright colors are exciting, and so can be your slides

Colors help to visually group related blocks

### Key Partners

- Your description here
- · Your description here

### Key Resources

Your description here



### Value Propositions

- · Your description here
- Your description here

### Customer Relationship

Your description here



#### Channels

Your description here



### Customer Segments

- · Your description here
- Your description here



### Cost Structure

- · Your description here
- · Your description here



### Revenue Streams

- · Your description here
- Your description here
- .



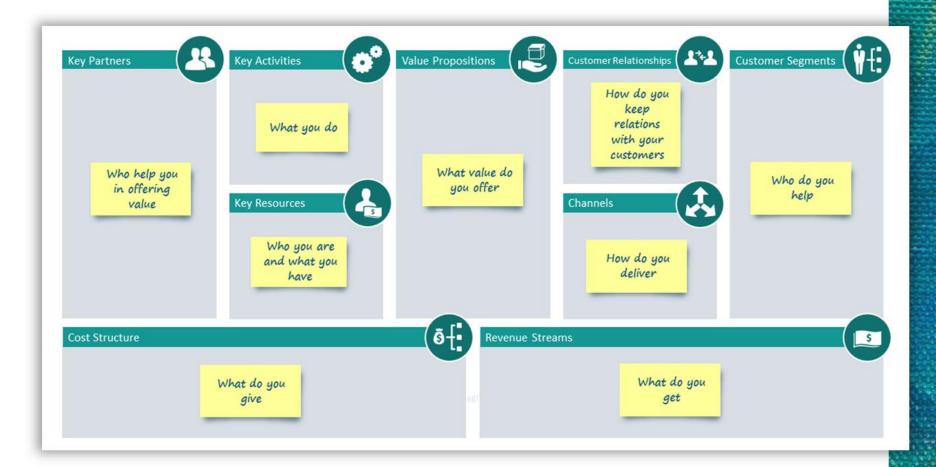
Your description here

Your description here

Add creative touch 4

## Example of BMC with editable sticky notes

Example based on visuals from <u>infoDiagram.com</u> infographics templates



Sticky notes are great to organize your ideas

Use them to create naturally looking BMC board



Enrich your presentation with diagrams & visuals to better explain your topics



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