

The Business Model Canvas

Designed for:

Designed by:

On: Day Month Year

Iteration: No.

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?

How do we acquire our key resources?
What are the terms of our key relationships?
Are there any key relationships we don't have?

půjčovna lodí - propagace nabídky,
přijímání plateb od zákazníků

poskyvatel webhostingu

Key Activities



What Key Activities do our Value Propositions require?
Our Distribution Channels? Customer Relationships?
Revenue Streams?

What are our most important activities?
What are the most important activities of our partners?
What are the most important activities of our suppliers?

focení zákazníků

distribuční kanály:

web (fotky)
půjčovny lodí (nabídka služeb)

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 Customer Segment?
Which customer needs are we satisfying?

What are our most valuable products and services?
What are our most valuable features?
What are our most valuable benefits?
What are our most valuable channels?
What are our most valuable customer relationships?
What are our most valuable revenue streams?

zaznamenání zážitku ze sjíždějí jezu
v Českém Krumlově

prodej fotek (série)

Customer Relationships



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?

How do we acquire our customer relationships?
How do we maintain our customer relationships?
How do we improve our customer relationships?
How do we create our customer relationships?
How do we manage our customer relationships?

komunikace formou reklamy

poskytování služeb formou
samoobsluhy

podpora zákazníků na požádání

Customer Segments



For whom are we creating value?
Who are our most important customers?

What are our most important customer segments?
What are our most important customer segments?
What are our most important customer segments?

vodáci, kteří si lodě půjčují

cílová skupina - cizinci
a rodiny s dětmi

Key Resources



What Key Resources do our Value Propositions require?
Our Distribution Channels? Customer Relationships?
Revenue Streams?

What are our most important resources?
What are the most important resources of our partners?
What are the most important resources of our suppliers?

fotograf (1-2)

zaměstnanec půjčovny lodí

správce webu (1-2)

fototechnika

Cost Structure

What are the most important costs inherent in our business model?
Which Key Resources are most expensive?
Which Key Activities are most expensive?

How do we acquire our key resources?
How do we maintain our key resources?
How do we improve our key resources?
How do we create our key resources?
How do we manage our key resources?

How do we acquire our key resources?
How do we maintain our key resources?
How do we improve our key resources?
How do we create our key resources?
How do we manage our key resources?

fotograf (mzda, ubytování, připojení k webu)

správce webu

zaměstnanec půjčovny lodí (provize z příjmů)

aktivity: focení, správa webu, podpora zákazníků, propagace



Revenue Streams

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

How do we acquire our revenue streams?
How do we maintain our revenue streams?
How do we improve our revenue streams?
How do we create our revenue streams?
How do we manage our revenue streams?

platby za fotky - online na webu nebo přímo v půjčovně lodí
(fotky, které se zákazníkům líbí a chtějí je a které by jinak nemohli mít, navíc v nejlepší kvalitě)

