

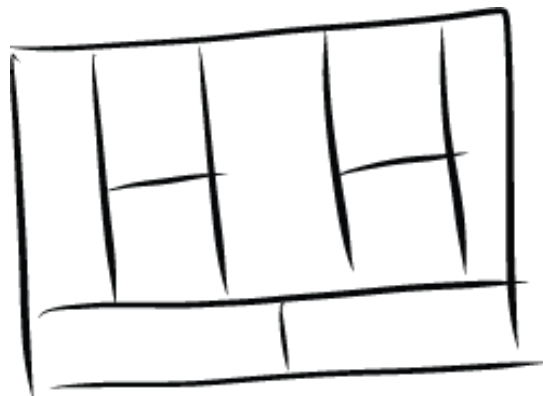
# SUSTAINABLE SUCCESS IN A CHANGING MARKET

A business that survives and thrives in this market does business differently.

A one-dimensional focus on profit-maximisation doesn't work, and the piece of the puzzle you've been missing isn't any of the off-the-shelf, one-size-fits-all solutions you've been sold before.

In our brand new short video series, we're handing you the key to a thriving business. A deceptively simple tool that will help you reclaim the reins and restore order in your business.

## The Business Model Canvas



The Business Model Canvas was developed by [Strategyzer](#) and is made up of nine interconnected boxes. Together they create a well-designed business. The boxes are Customer Segments, Value Propositions, Channels, Customer Relationships, Revenue Streams, Key Resources, Key Activities, Key Partners, and Cost Structures.

A good model should be straightforward and easily understood by most audiences. No unnecessary details or divergences, just all the key facts the audience must understand in order to properly comprehend your model.

The canvas should be a jargon-free zone. No fancy terms, just clear, accurate words and images to exemplify what your organisation does. It requires you to have a deep knowledge about each box and to then simplify that down to a few post-it notes.

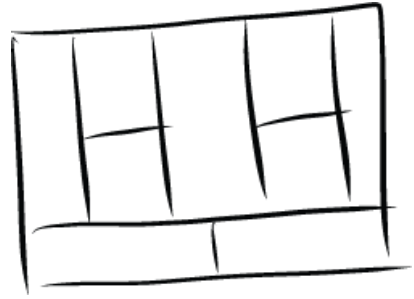
You can use this worksheet to capture your thoughts and key ideas you pick up as you watch the video series.

# THE BUSINESS MODEL CANVAS

## CUSTOMER SEGMENTS

Notes:

1



## VALUE PROPOSITIONS

Notes:

2

## CHANNELS

Notes:

3

## REVENUE STREAMS

Notes:

5

## CUSTOMER RELATIONSHIPS

Notes:

4

## KEY RESOURCES

Notes:

6

## KEY ACTIVITIES

Notes:

7

## COST STRUCTURE

Notes:

9

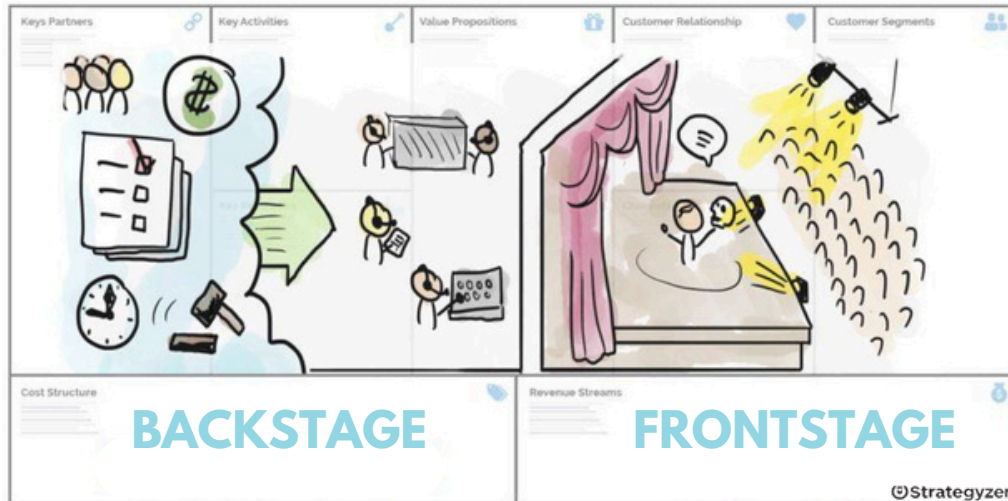
## KEY PARTNERS

Notes:

8

# SUSTAINABLE SUCCESS IN A CHANGING MARKET

## Frontstage and Backstage



In order to get good at the skill of business modelling, the nine boxes aren't necessarily the best starting point. Introducing all that new terminology might be overwhelming, so we will use a simpler concept to help you ease your way into using the canvas.

Think of the canvas as a stage where two different types of activities occur. One set occurring "on the stage", in front of the customer, and the other "behind the curtain", not seen by the customer but essential for the delivery on stage.



### Frontstage - Key Ideas

- **Customer focussed** - Beginning with the frontstage ensures your decisions are built on a deep understanding of the customers you seek to serve.
- **Informs Offering & Pricing** - Surface and test assumptions to inform the design, positioning and pricing of your offerings. This will give you the best chance of gaining traction with your ideal customers.



### Backstage - Key Ideas










- **Opportunity to innovate** - The backstage is where we shift out of fear-based cost cutting and price raising reactions and step back to look at risk and opportunity in new ways and genuinely innovate.
- **Ask hard questions** –
  - Do our activities contribute to delivering our Value Propositions?
  - Get clear on "what business are we in?"
  - What needs to happen inhouse and what should be outsourced?


# SUSTAINABLE SUCCESS IN A CHANGING MARKET

## Canvas Self-Assessment



Using a simple “traffic light” system to indicate your confidence in your current business model canvas mark each of the nine boxes with a green, orange, or red circle. Underneath the canvas there is room for you to capture any thoughts, concerns, or plans to strengthen your canvas.

Key Partners 	Key Activities 	Value Propositions 	Customer Relationships 	Customer Segments 
	Key Resources 		Channels 	
Cost Structure 		Revenue Streams 		



### Notes: