

# Business Development

Created by  
Hanae Ait Chelh  
International Cooperation Office



# Agenda

01

Business  
Model  
Canvas

02

9 Blocks of  
BMC

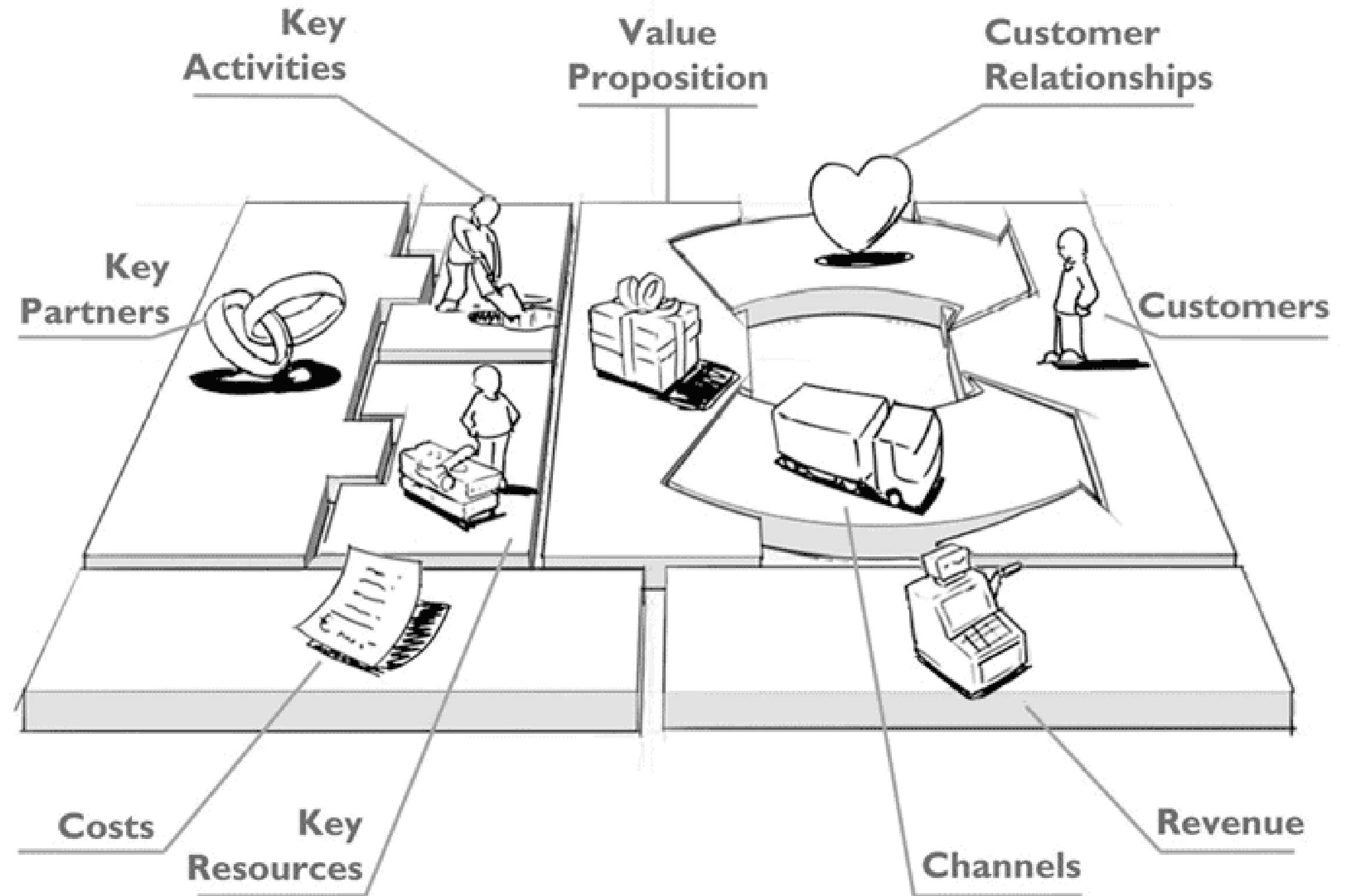
03

Revenue  
Model

04

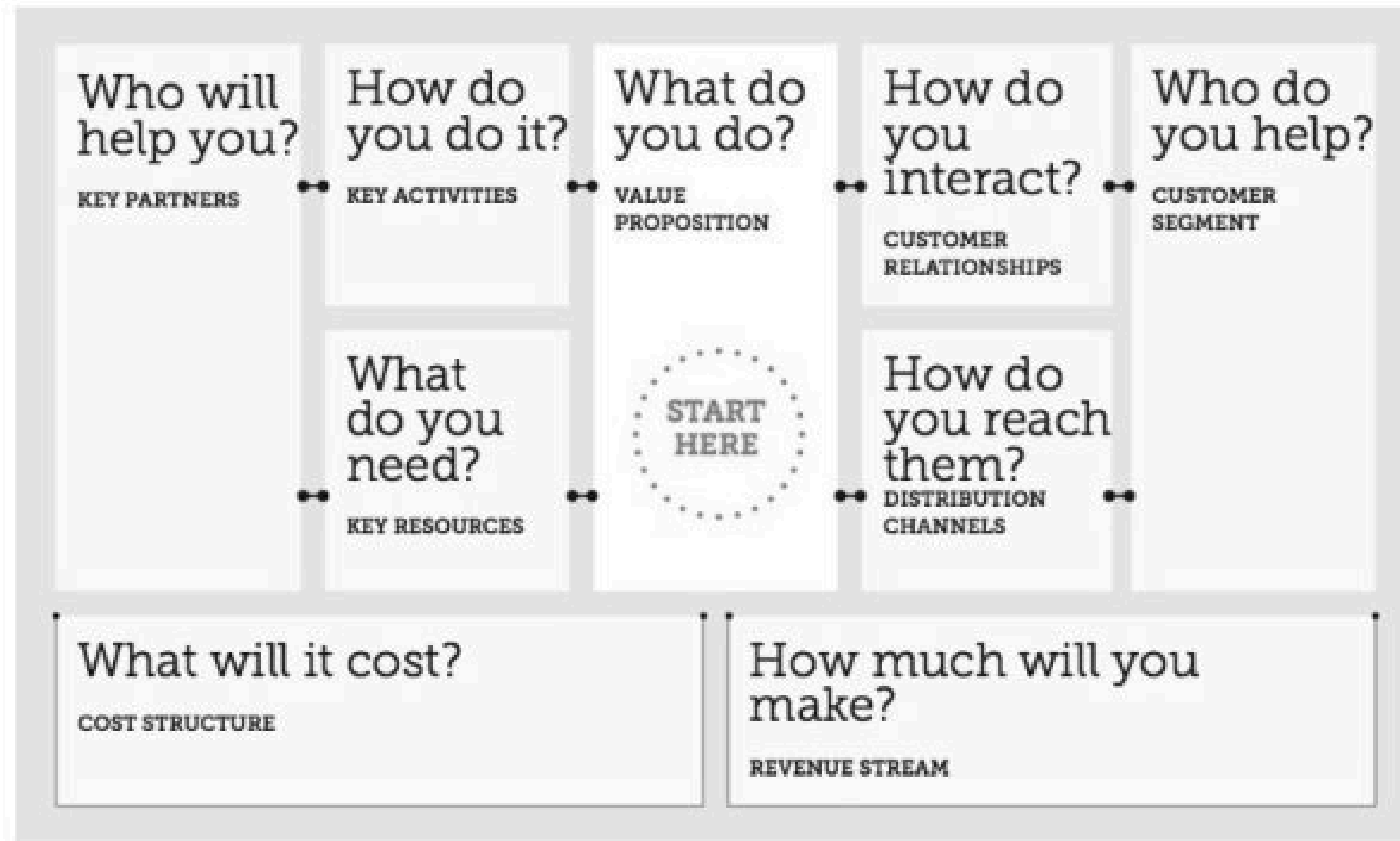
Exercices

# Business Model Canvas



# THE BMC ANSWERS QUESTIONS ABOUT VALUE CREATION, DELIVERY AND CAPTURE

---



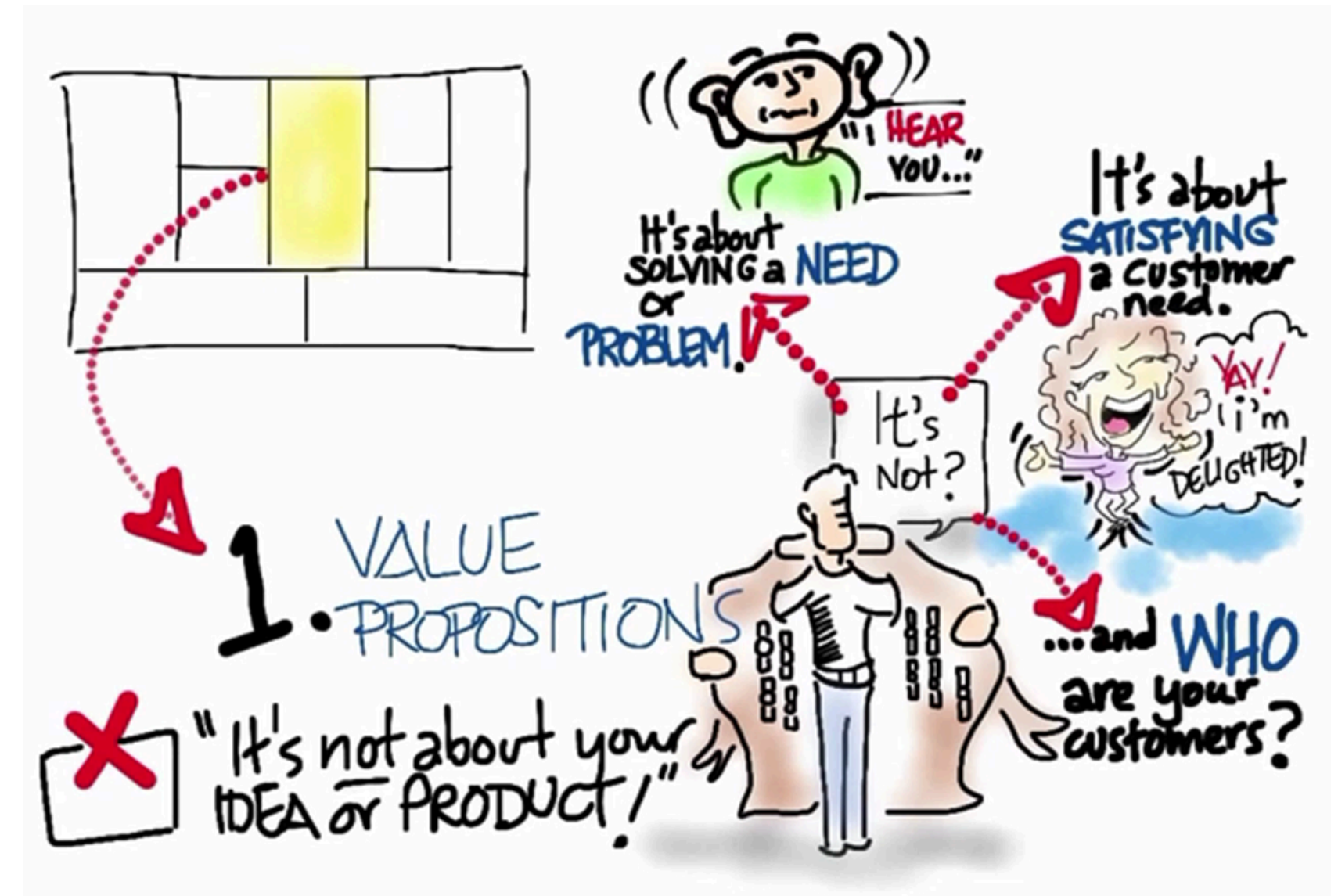
A business model describes the rationale of how an organization creates, delivers, and captures value

# Value Proposition

A Value Proposition creates value for a Customer Segment through a distinct mix of elements catering to that segment's needs.

Key questions are:

- What value do we deliver to the customer?
- Which one of our customer's problems are we helping to solve?
- Which customer needs are we satisfying?
- What bundles of products and services are we offering to each Customer Segment?



# CUSTOMER SEGMENTS

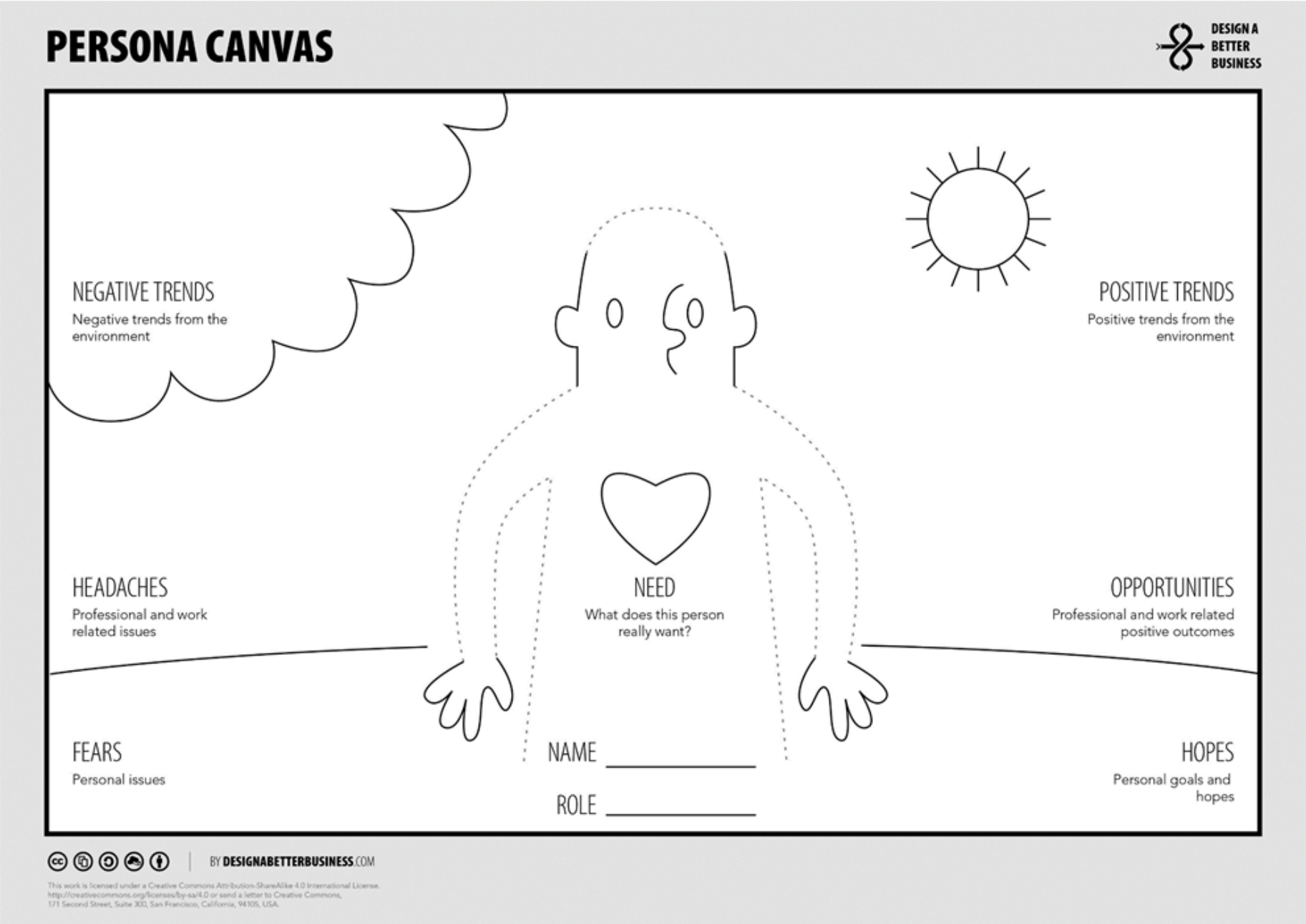
Your Customers do not Exist to Buy,  
You Exist for Them

Customers comprise the heart of any  
business model.

Without customers, no company can survive  
for long.



# Persona provide deeper understanding

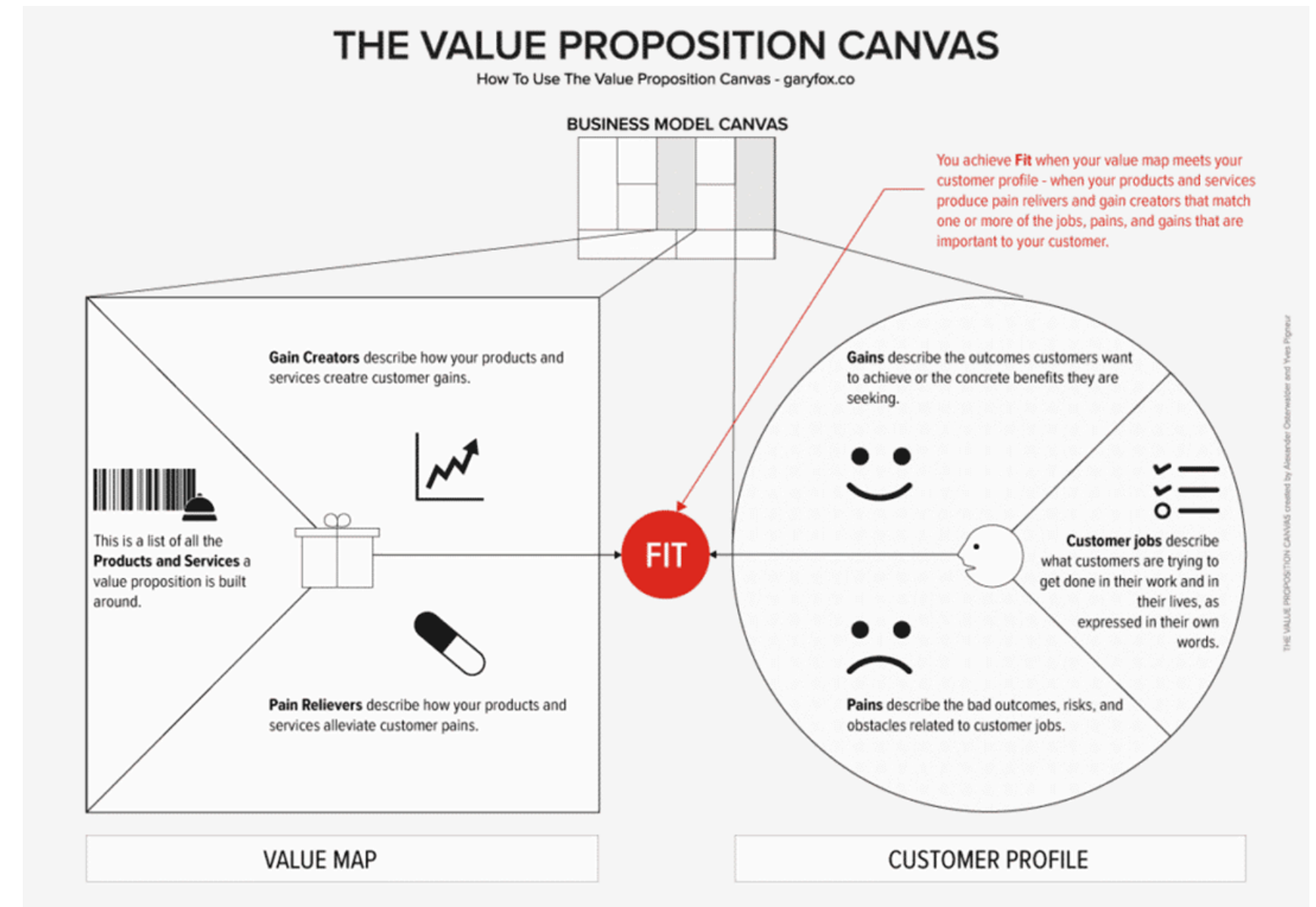


## Customer Profiling with the Persona Canvas

# Value Proposition Canvas – Aligning Value Propositions with Customer Needs

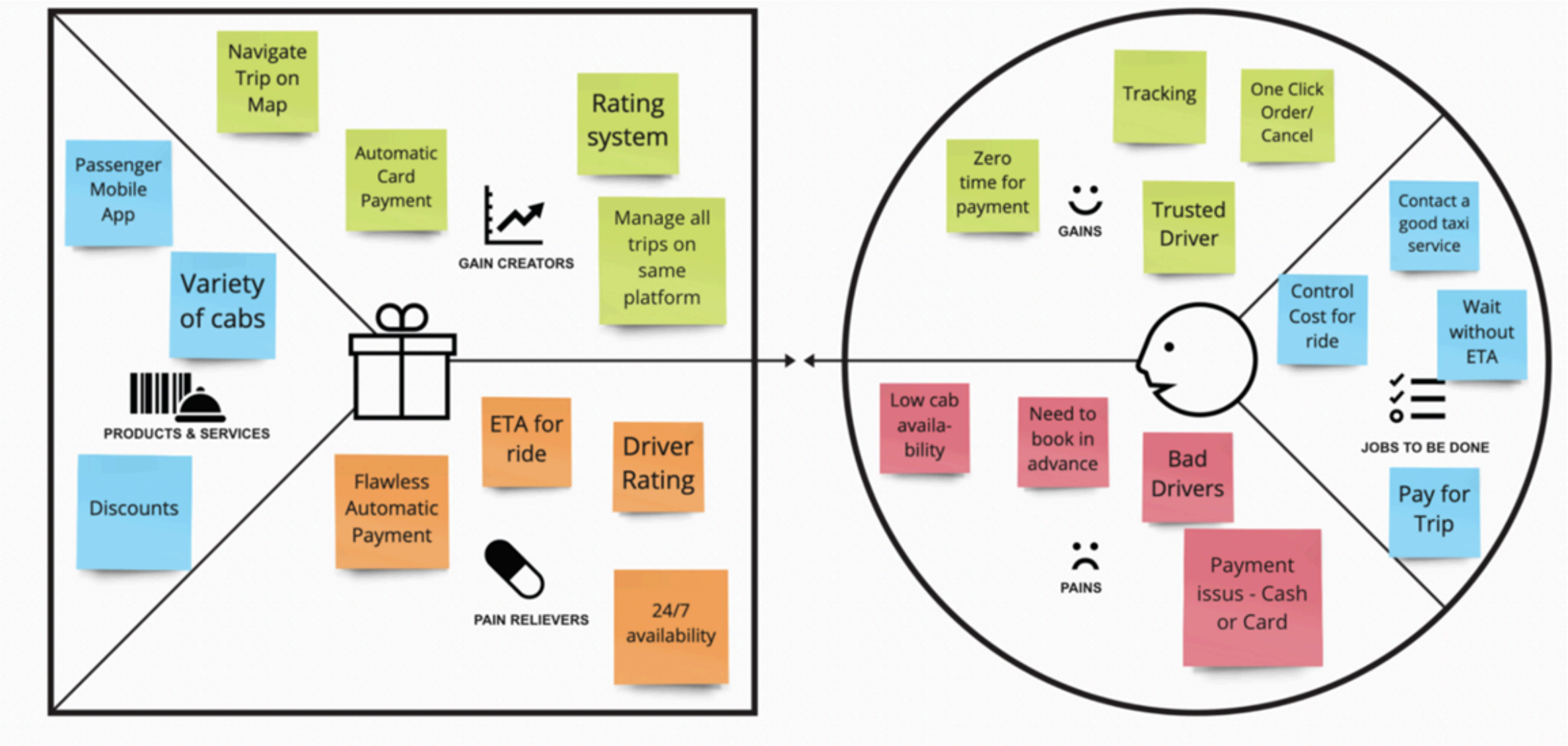
With the **Value Map** you describe how you intend to create value for that customer

With the **Customer Profile** you clarify your customer understanding



# Example: Value Proposition Canvas for Uber

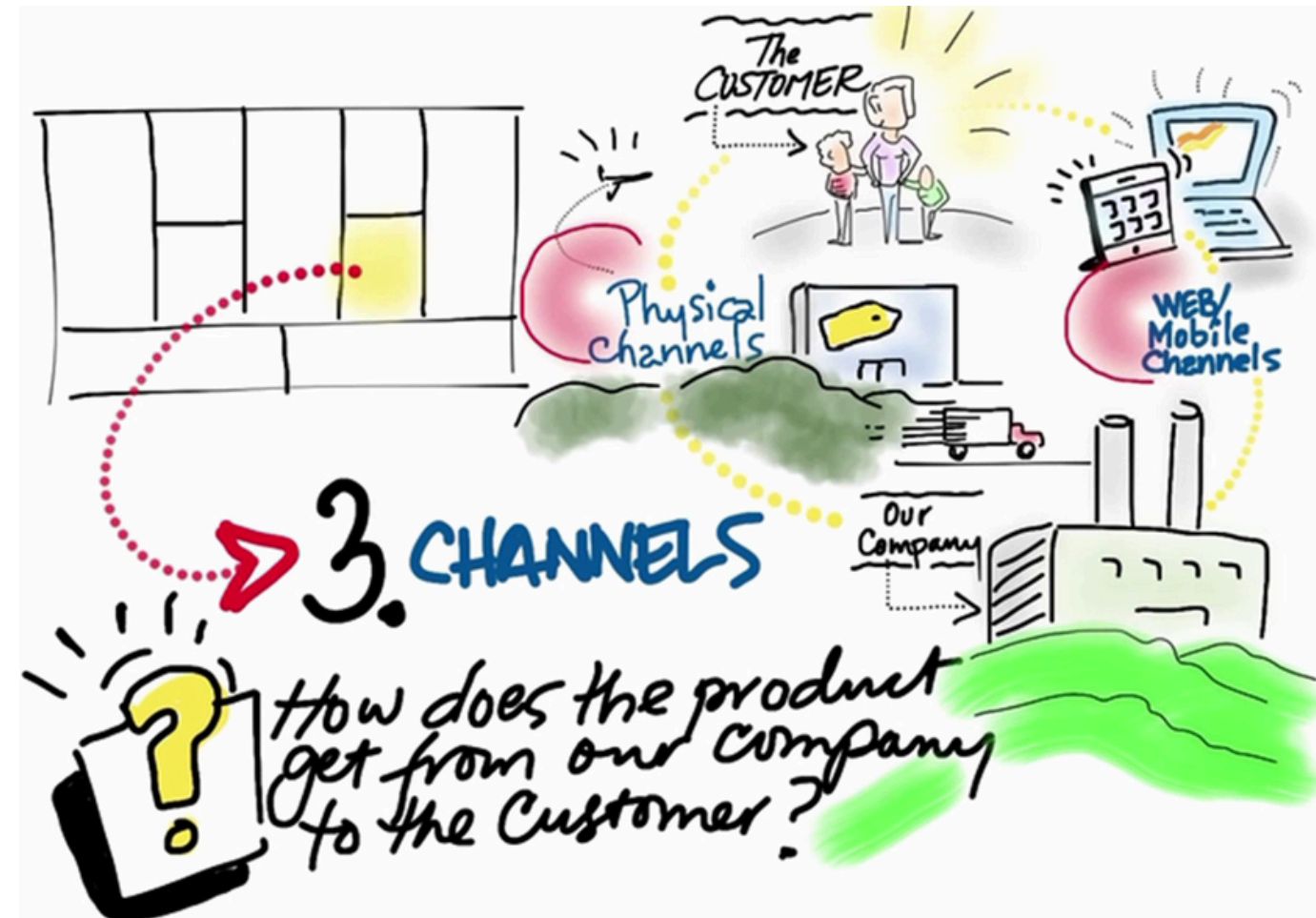
Uber



ETA = Estimated Arrival Time

# CHANNELS

The Channels Building Block describes how a company communicates with and reaches its Customer Segments to deliver a Value Proposition.

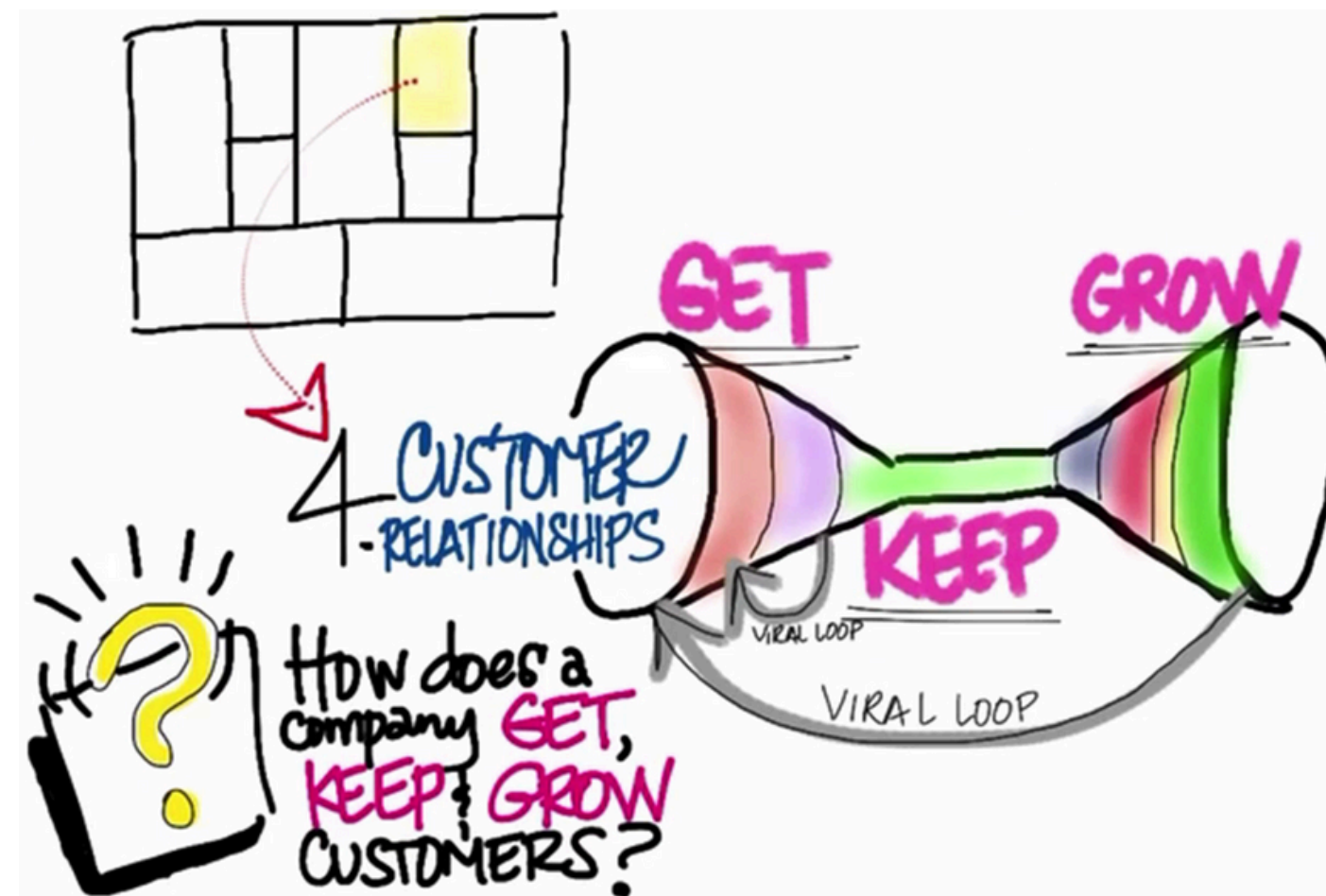


Key questions are:

- Through which Channels do our Customer Segments want to be reached?
- How are we reaching them now? How are our Channels integrated?
- Which ones work best? Which ones are most cost-efficient?
- How are we integrating them with customer routines?

# CUSTOMER RELATIONSHIP

The Customer Relationship Building Block describes the types of relationships a company establishes with specific Customer Segments.



Key questions are:

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

# Revenue Streams

---

Revenue  $\neq$  Pricing

- What are my **Revenue Streams**?
- Within the revenue streams - how do I **price** the product?

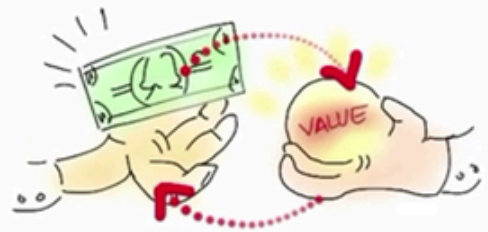
**REVENUE STREAM =**

the strategy the company uses to generate cash from each customer segment

**PRICING MODEL =**

the tactics you use to set the price in each customer segment

# Key Questions to ask “outside the Building”



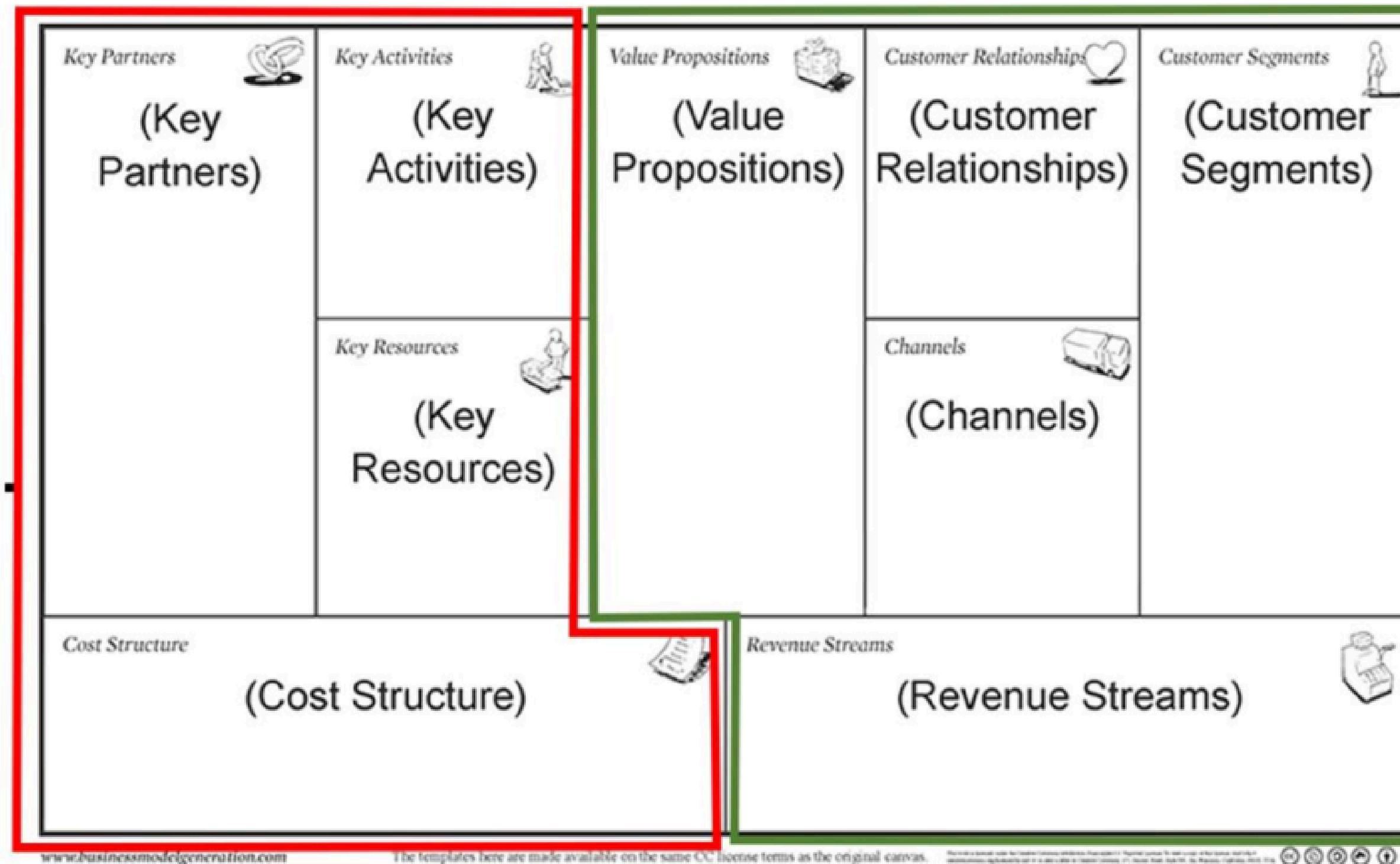
What **value** are customers willing to pay for?

How do customers pay for products **today**?

How **much** are they **currently** paying?

*Left Hand Side*

*Right Hand Side*



**Now Let's move to : BMC left side**

# BMC left side

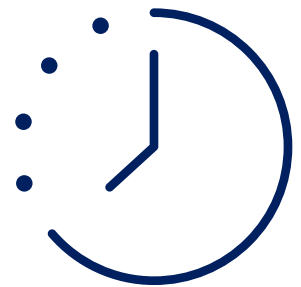
---



**The Key Partnerships** Building Block describes the network of suppliers and partners that make the business model work.



**The Key Resources** Building Block describes the most important assets required to make a business model work.



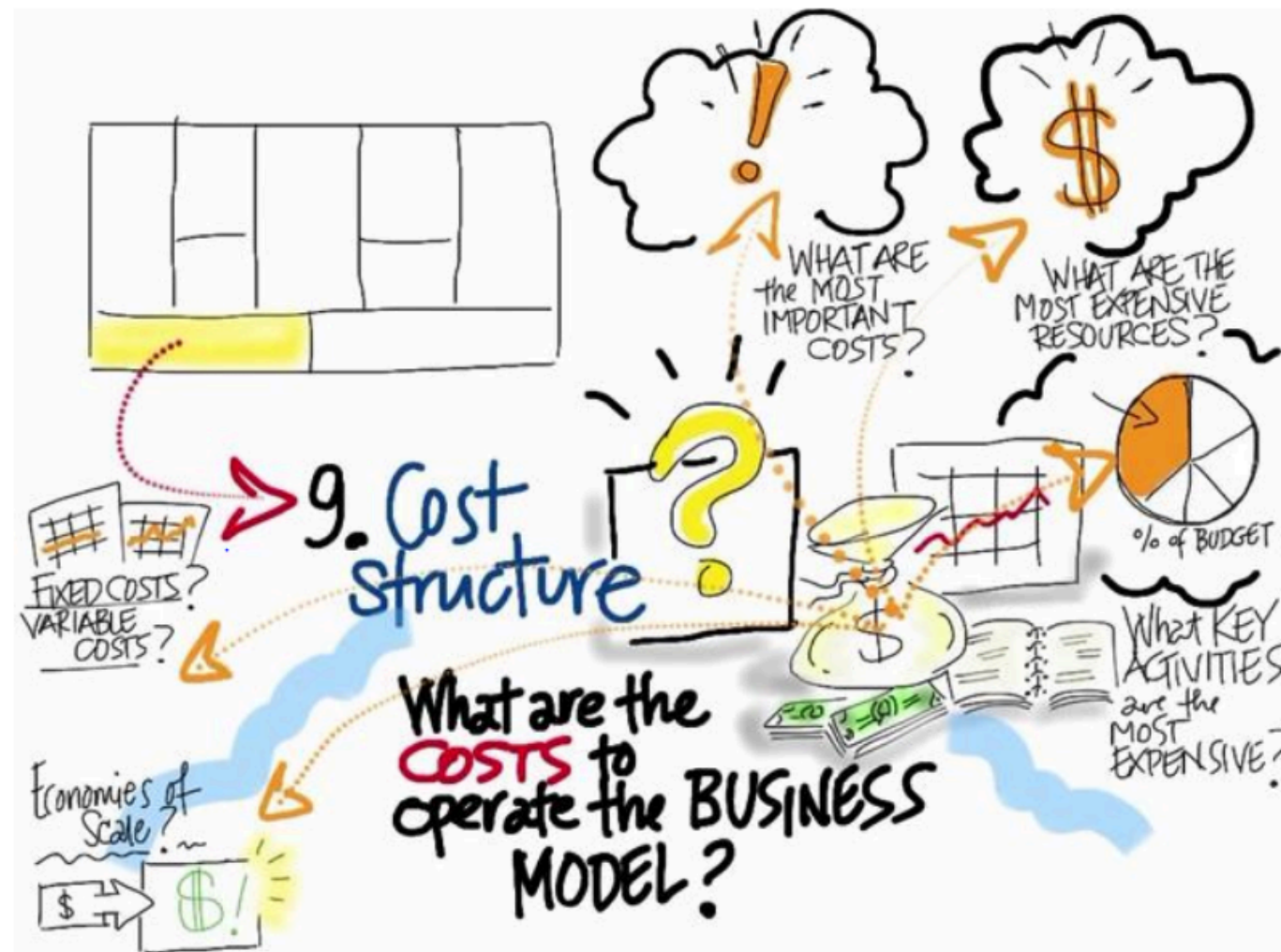
**The Key Activities** Building Block describes the most important things a company must do to make its business model work.

# COST STRUCTURE

The Customer Relationship Building Block describes the types of relationships a company establishes with specific Customer Segments.

Key questions are:

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



# Revenue Model

---

How we make money or secure resources?

---

# What is a Revenue Model?

A revenue model is a description of how an organization generates revenue.

An example is selling a product. You pay an amount of money and in return you obtain the product. Other examples are subscription, pay-per-use, no-cure-no-pay, or an auction.

Key questions are:

1. Who pays or contributes?
2. What is paid for?
3. How is it paid?
4. When & how often?
5. How much?



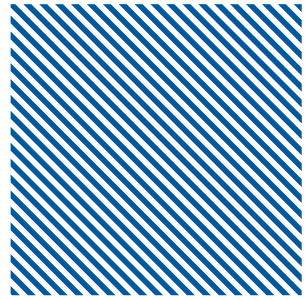
# Revenue Model Framework

For ICO, these help us explore creative options  
example : visibility or co-funding instead of cash.

# Common Revenue Models

---

Type	Description	Example
<ul style="list-style-type: none"><li>Funding / Grants</li></ul>	Public or institutional support	<ul style="list-style-type: none"><li>DAAD, EU programs, GSI</li></ul>
<ul style="list-style-type: none"><li>Service Fees</li></ul>	Payment for coordination	<ul style="list-style-type: none"><li>support packages</li></ul>
<ul style="list-style-type: none"><li>Partnership / Sponsorship</li></ul>	Visibility for collaboration	<ul style="list-style-type: none"><li>Joint branding with universities</li></ul>
<ul style="list-style-type: none"><li>Membership / Subscription</li></ul>	Recurring access to network	<ul style="list-style-type: none"><li>Annual partner network</li></ul>
<ul style="list-style-type: none"><li>Cross-subsidy</li></ul>	One funded project supports others	<ul style="list-style-type: none"><li>NGO model</li></ul>



# Exercise : Design ICO's Revenue



Instructions:

Group activity (3-4 people per group).

# Thank you!

**Discover. Connect. GET\_INvolved!**



**[international-cooperations@fair-center.eu](mailto:international-cooperations@fair-center.eu)**



**[www.fair-center.eu/get\\_involved](http://www.fair-center.eu/get_involved)**