

Big Moon Dig Business Model Canvas			Tom Riley	January 16, 2015
Key Features	Key Activities	Value Propositions	Customer Relationships	Customer Segments
<ul style="list-style-type: none"> E-Game Based on real scientific data Really doing something Serious game 	<ul style="list-style-type: none"> Develop e-game Write stories 	<ul style="list-style-type: none"> Provide vision to get people in action 	<ul style="list-style-type: none"> Players participate in real life 	<ul style="list-style-type: none"> STEM students Read English
	Key Resources		Channels	
	<ul style="list-style-type: none"> Access to Scientific data 		<ul style="list-style-type: none"> Web E-Game outlets 	
Cost Structure			Revenue Streams	
<ul style="list-style-type: none"> Develop a full featured e-game 			<ul style="list-style-type: none"> Sale of game on Web Sale advancements Grants from educational value 	

Description of entries:**1. Key Features**

- Who are our Key Partners?
- Who are our key suppliers?
- Which Key Resources are we acquiring from partners?
- Which Key Activities do partners perform?
- Motivations for partnerships
- Optimization and economy
- Reduction of risk and uncertainty
- Acquisition of particular resources and activities

2. Key activities

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

3. Key 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?

Characteristics:

- Newness
- Performance
- Customization
- “Getting the Job Done”
- Design
- Brand/Status
- Price
- Cost Reduction
- Risk Reduction
- Accessibility

4. Customer Segments

- For whom are we creating value?
- Who are our most important customers?
 - Mass Market
 - Niche Market
 - Segmented
 - Diversified
 - Multi-sided Platform

5. Key Resources

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

Types of resources:

- Physical
- Intellectual (brand patents, copyrights, data)
- Human
- Financial

6. Channels

- 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?

Channel phases:

1. Awareness

How do we raise awareness about our company's products and services?

2. Evaluation

How do we help customers evaluate our organization's Value Proposition?

3. Purchase

How do we allow customers to purchase specific products and services?

4. Delivery

How do we deliver a Value Proposition to customers?

5. After sales

How do we provide post-purchase customer support?

7. 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?

Is your business more

- Cost Driven (leanest cost structure, low price value proposition, maximum automation, extensive outsourcing)
- Value Driven (focused on value creation, premium value proposition)

Sample Characteristics

- Fixed Costs (salaries, rents, utilities)
- Variable costs
- Economies of scale Economies of scope

8. Revenue Steams

- 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 revenue?

Types Asset sale Usage fee

- Subscription Fees Lending/Renting/Leasing Licensing
- Brokerage fees Advertising

Fixed pricing

- List Price
- Product feature dependent
- Customer segment dependent
- Volume dependent

Dynamic pricing

- Negotiation (bargaining)
- Yield Management
- Real-time-Market

Examples on the Web:

Fast Fedora

<http://blog.fastfedora.com/2011/11/6-business-model-canvases-from-startup-weekend.html>