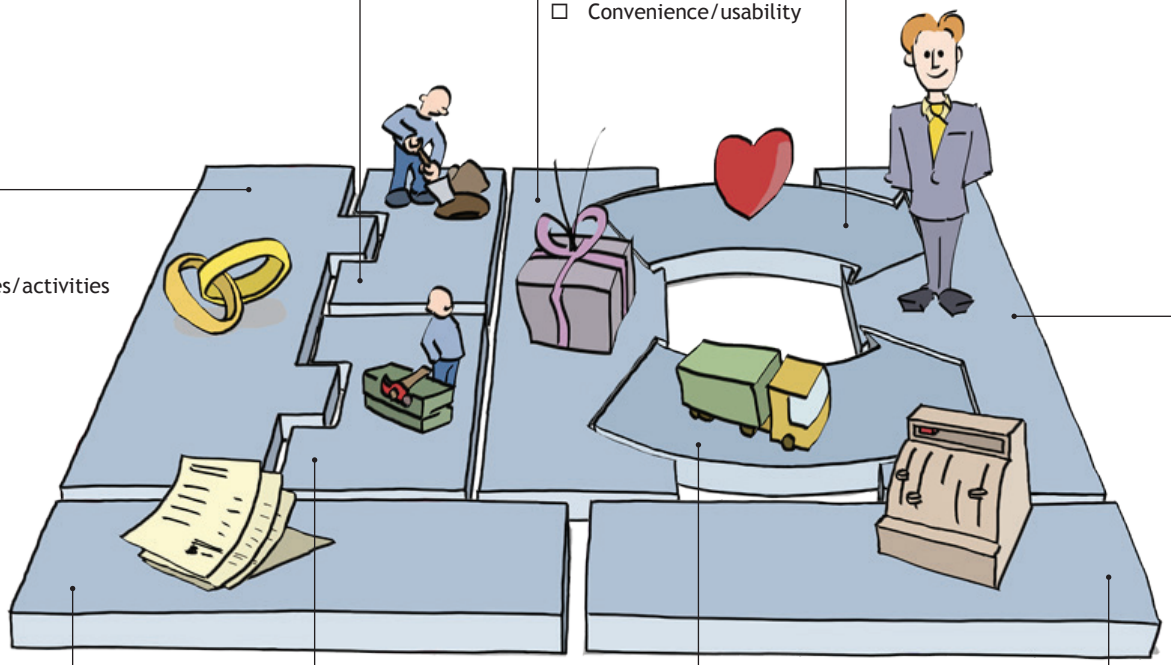
Main activities
- Production ☐
- Problem solving ☐
- Platform/Network ☐

Main activities
- ☐ Price
- ☐ Cost reduction
- ☐ Risk reduction
- ☐ Accessibility
- ☐ Usefulness
- ☐ Performance
- ☐ Customization
- ☐ Getting the job done
- ☐ Design
- ☐ Brand/Status
- ☐ Convenience/usability

Customer relationship
- ☐ Personal assistance
- ☐ Dedicated personal assistance
- ☐ Self service
- ☐ Automated services
- ☐ Communities
- ☐ Co-creation

Key partners
- ☐ Optimisation & economy of scale
- ☐ Reduction of risk/uncertainty
- ☐ Acquisition of particular resources/activities



Customer segments
- ☐ Mass market
- ☐ Niche market
- ☐ Segmented
- ☐ Diversified
- ☐ Multi-sided

Channels
- ☐ Own/partner channel
- ☐ Direct/Indirect
- ☐ Sales force
- ☐ Web sales
- ☐ Own retail
- ☐ Partner retail
- ☐ Wholesale
- ☐ Phases (awareness, evaluation, purchase, delivery, after-sales)

Revenue streams
- ☐ Asset sales
- ☐ Usage fee
- ☐ Subscription fee
- ☐ Lending/renting/leasing
- ☐ Licensing
- ☐ Brokerage fee
- ☐ Advertising

Cost structure
- Cost driven ☐
- Value driven ☐
- Fixed cost ☐
- Variable cost ☐
- Economies of scale ☐
- Economies of scope ☐

Key activities
- ☐ Physical resources
- ☐ Intellectual resources
- ☐ Human resources
- ☐ Financial resources

Created by: fred@expressiveproductdesign.com
Source: Business Model Generation - Osterwalder et.al.