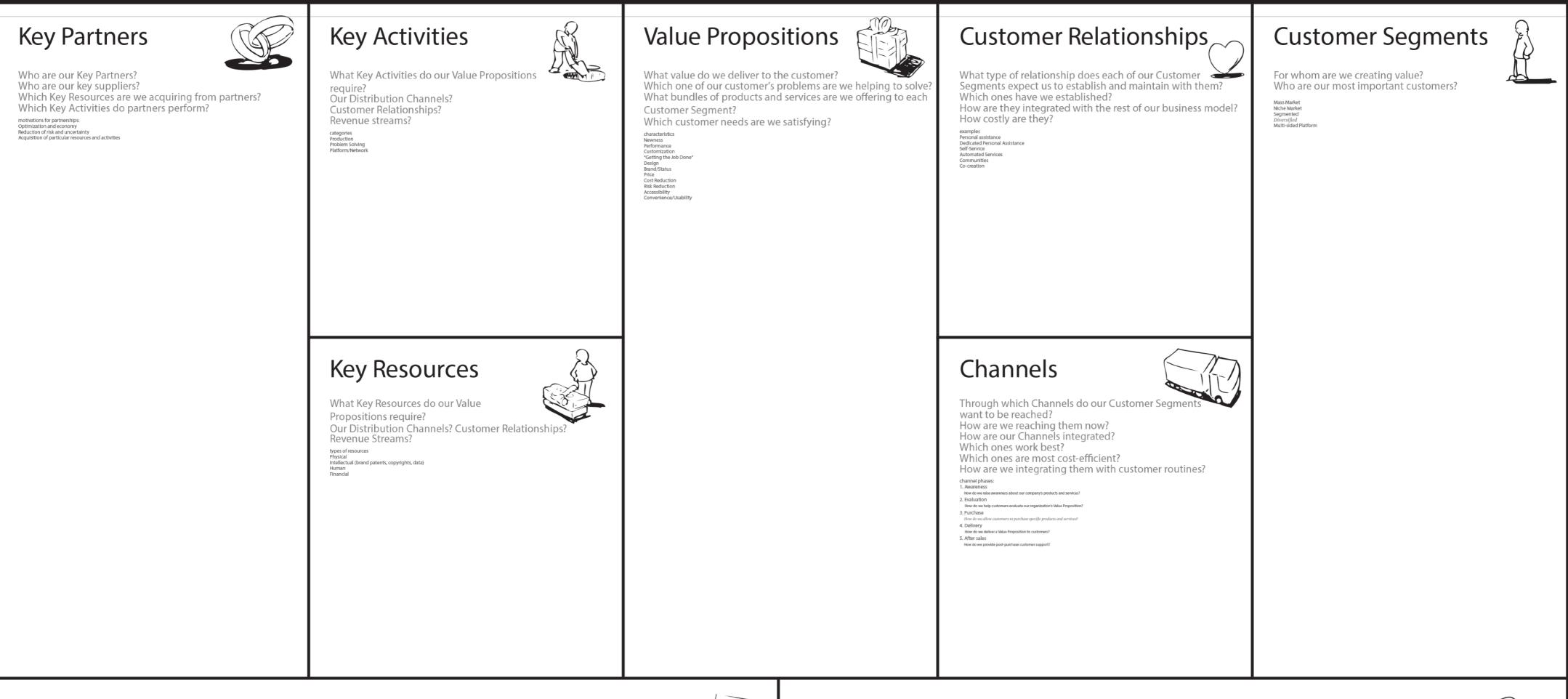
The business model canvas



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 (salarles, rents, utilities) Variable costs Economles of scale Economles of scope



How much doe types: Asset sale Usage fee Subscription Fees Lending/Renting/Leasing Licensing Brokerage fees Advertising

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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?



PRACENCE dynamic pricing List Price Negotiation (bargaining) Product feature dependent Yield Management Customer segment dependent Real-time-Market Volume dependent

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