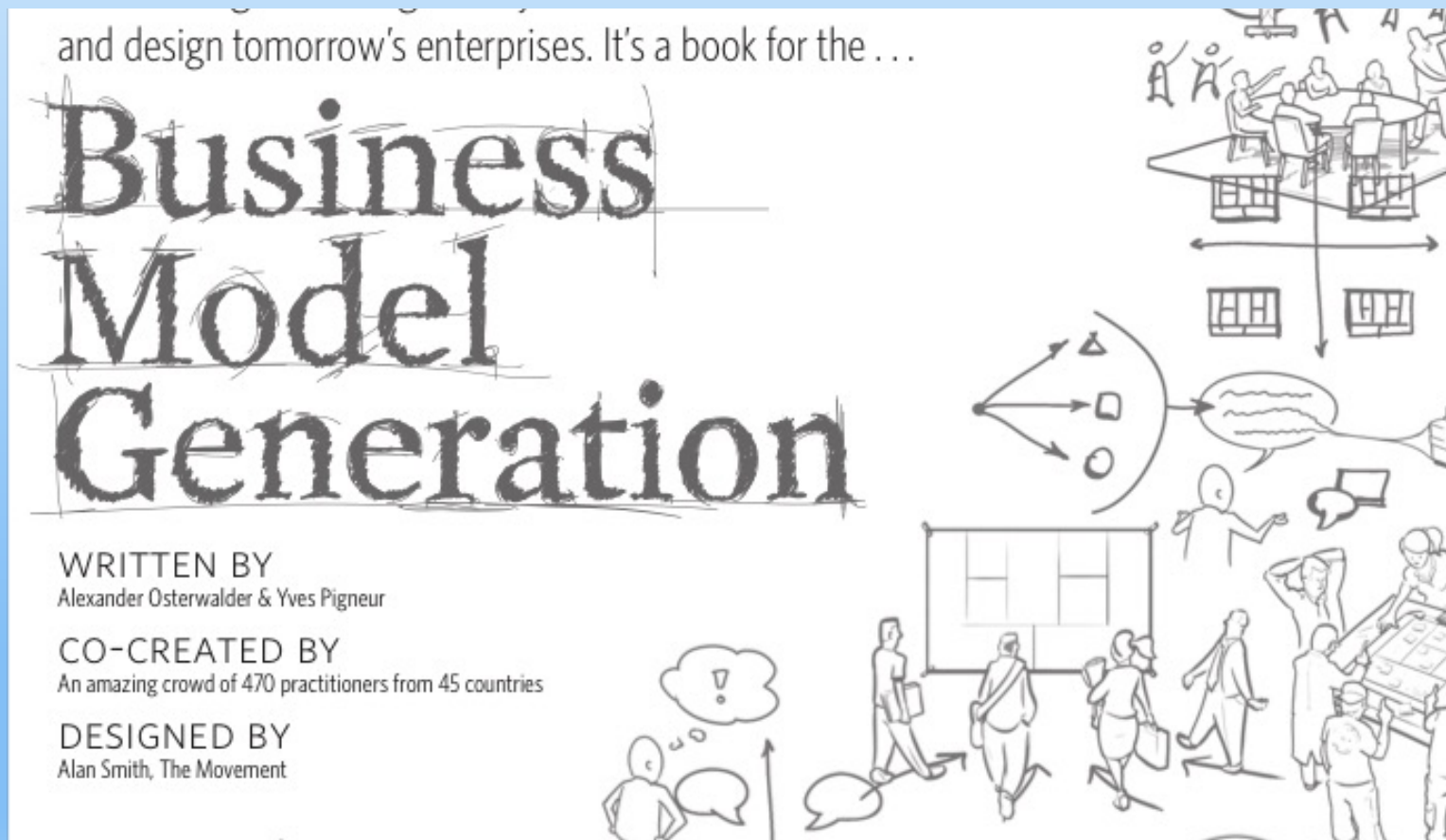




# The BUSINESS MODEL CANVAS



## Entrepreneurship and Business Modelling

Prof. Guido Bortoluzzi

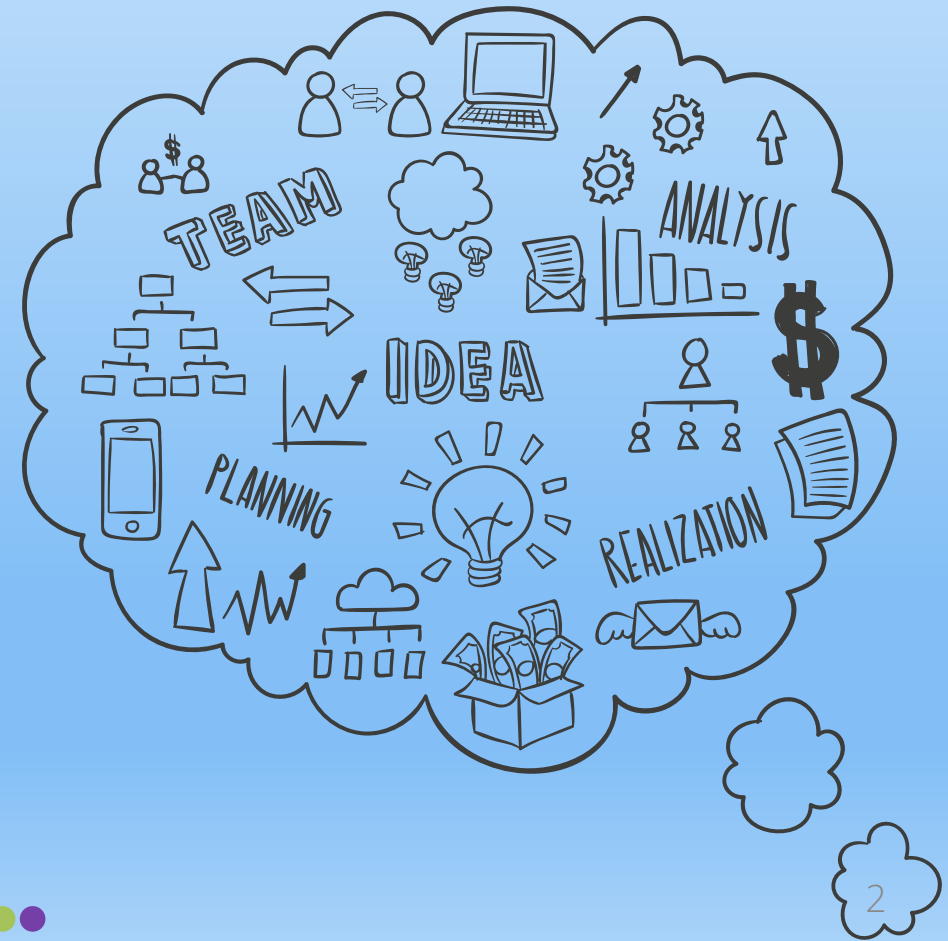


Chiara Marinelli

# defining the **BUSINESS MODEL**

The business model describes the rationale of how an organisation **creates, delivers, and captures value**

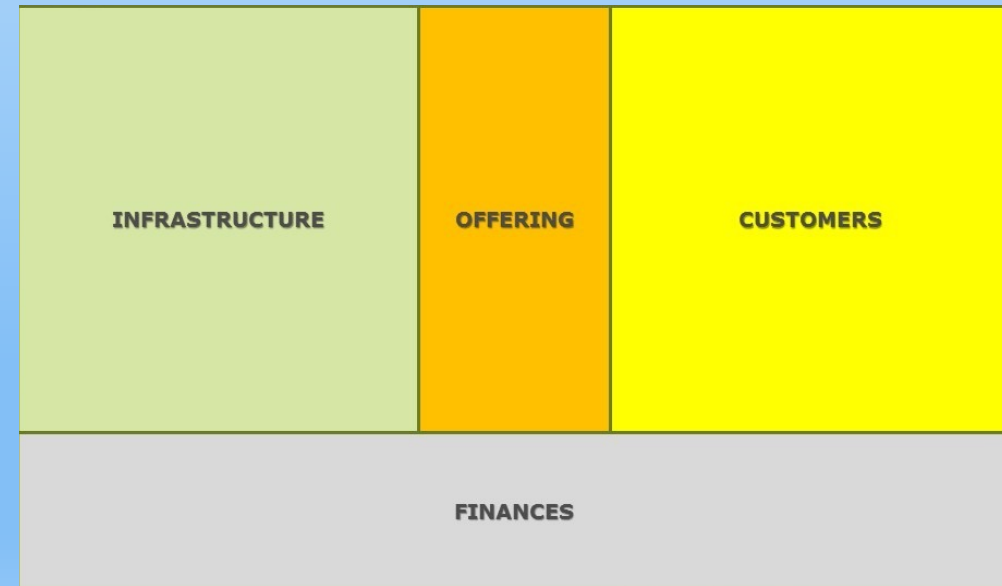
↓  
how a company intends to **make money**



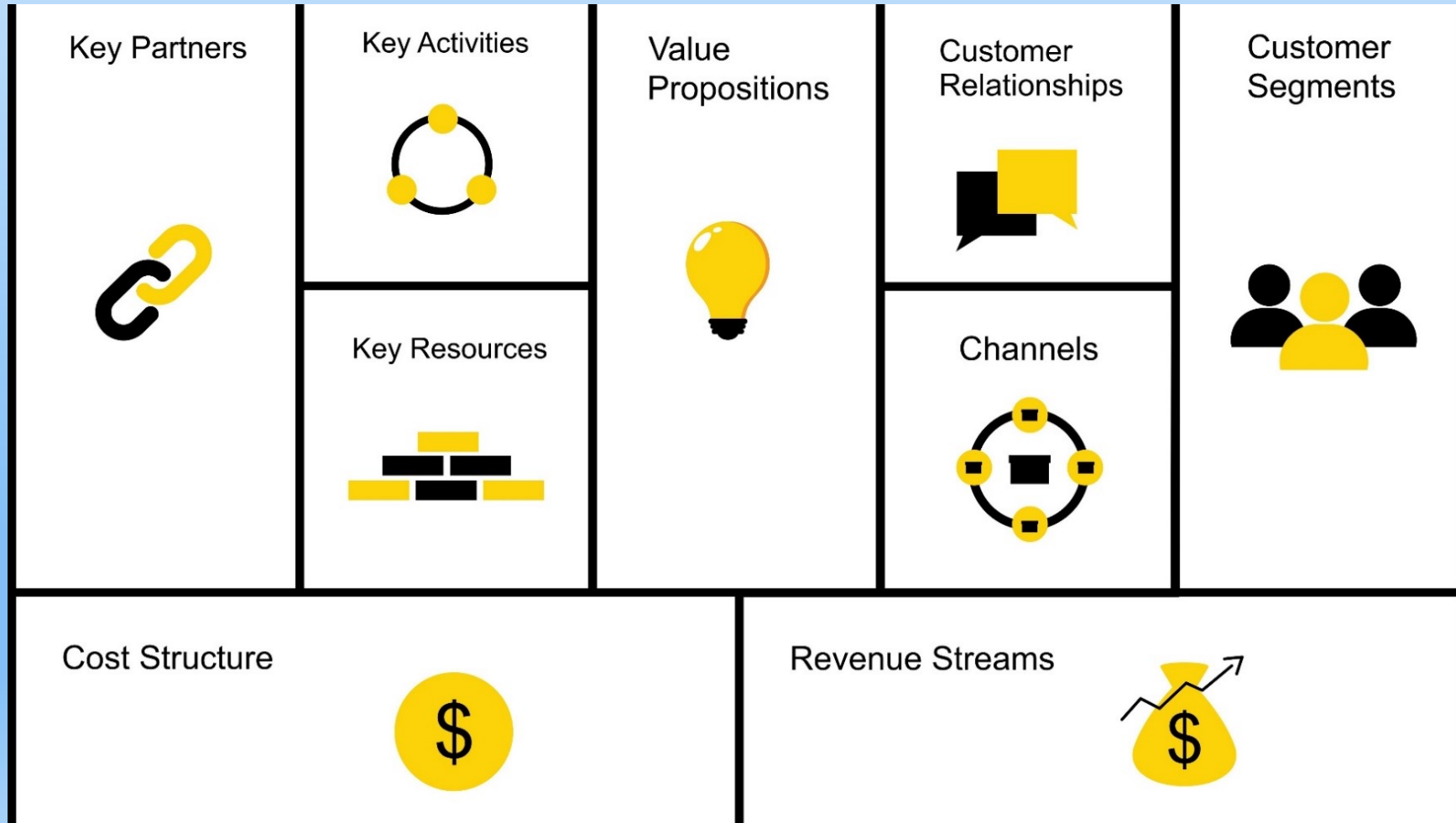


# The Business Model Canvas

- It is a tool for **strategic management** and entrepreneurship
- Nine building blocks for the **four main areas** of a business
- It allows to:
  1. visualise and communicate
  2. design and invent
  3. challenge
  4. exploit and explore
  5. pivotthe business model



# Consistency is the keyword



Cost, efficiency

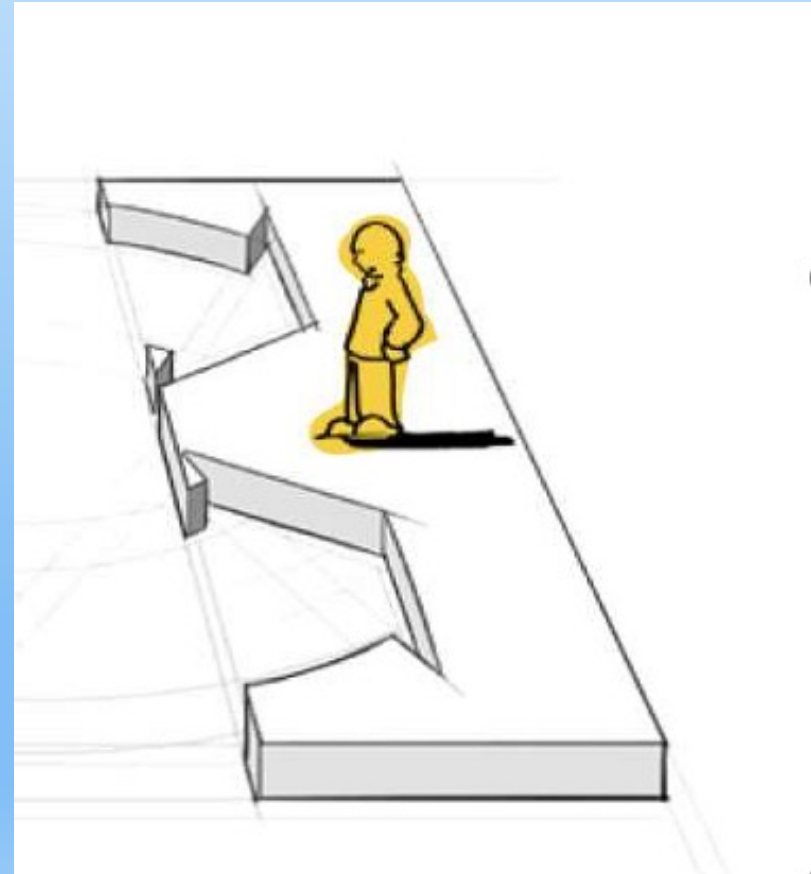
Left part:

Right part:  
value, emotion

# 1. CUSTOMER SEGMENTS

For whom are we creating value? Who are our most important customers?

The Customer segments Building Block defines the different **groups of people or organisations** an enterprise aims to reach and serve.



# Several customer segmentation techniques...



...and many more



## MAIN CRITERIA

- socio-demographic features (age, sex, etc.)
- geographic area
- benefits received (i.e. product attributes)
- purchasing behaviors (frequency, amount etc.)
- lifestyles
- needs
- ...and many more

## COROLLARIES

- their characteristics require and justify a **distinct value proposition**
- they could be reached through different **distribution and communication channels**
- they could require different **types of relationships** to be managed
- they could have different **profitabilities**

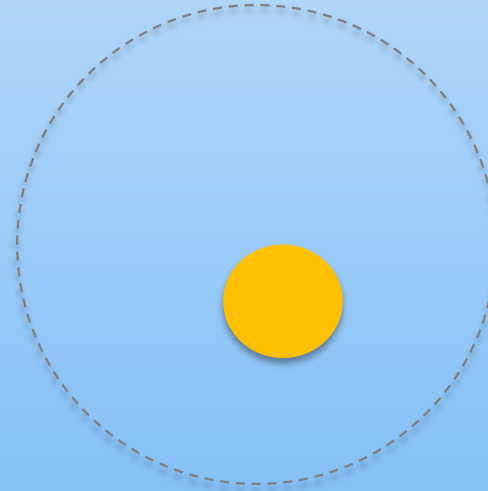




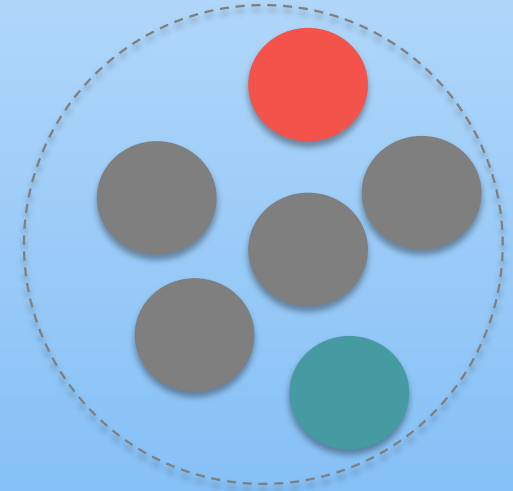
# Types of customer segments



**MASS  
MARKET**



**NICHE  
MARKET**



**SEGMENTED  
MARKET**

**DIVERSIFIED**



**MULTI-SIDED  
PLATFORMS**

# The toothpaste TEST

**1. Use Google to identify 3 different brands reflecting the 3 segmentation strategies:**

- mass (one product for everyone),
- niche (a specific product for a specific user),
- segmented (many different products for different market segments)

**2. Then focus on each segmented brand: in your opinion, what are the segmentation techniques behind them?**

# Toothpaste selection and customer segments

TABLE 1

TOOTHPASTE MARKET SEGMENT DESCRIPTION

Segment Name:	The Sensory Segment	The Sociables	The Worriers	The Independent Segment
Principal benefit sought:	Flavor, product appearance	Brightness of teeth	Decay prevention	Price
Demographic strengths:	Children	Teens, young people	Large families	Men
Special behavioral characteristics:	Users of spearmint flavored toothpaste	Smokers	Heavy users	Heavy users
Brands disproportionately favored:	Colgate, Stripe	Macleans, Plus White, Ultra Brite	Crest	Brands on sale
Personality characteristics:	High self-involvement	High sociability	High hypochondriasis	High autonomy
Life-style characteristics:	Hedonistic	Active	Conservative	Value-oriented

Haley, R. I (1968). Benefit Segmentation: A Decision-Oriented Research Tool. *Journal of Marketing*, 32(3). 30-35  
<https://doi.org/10.1177/002224296803200306>



# B2B vs B2C

## B2B

- Long sales cycle
- Long term goals
- Rational logic and expertise
- Relationships building with the target audience
- Niche market

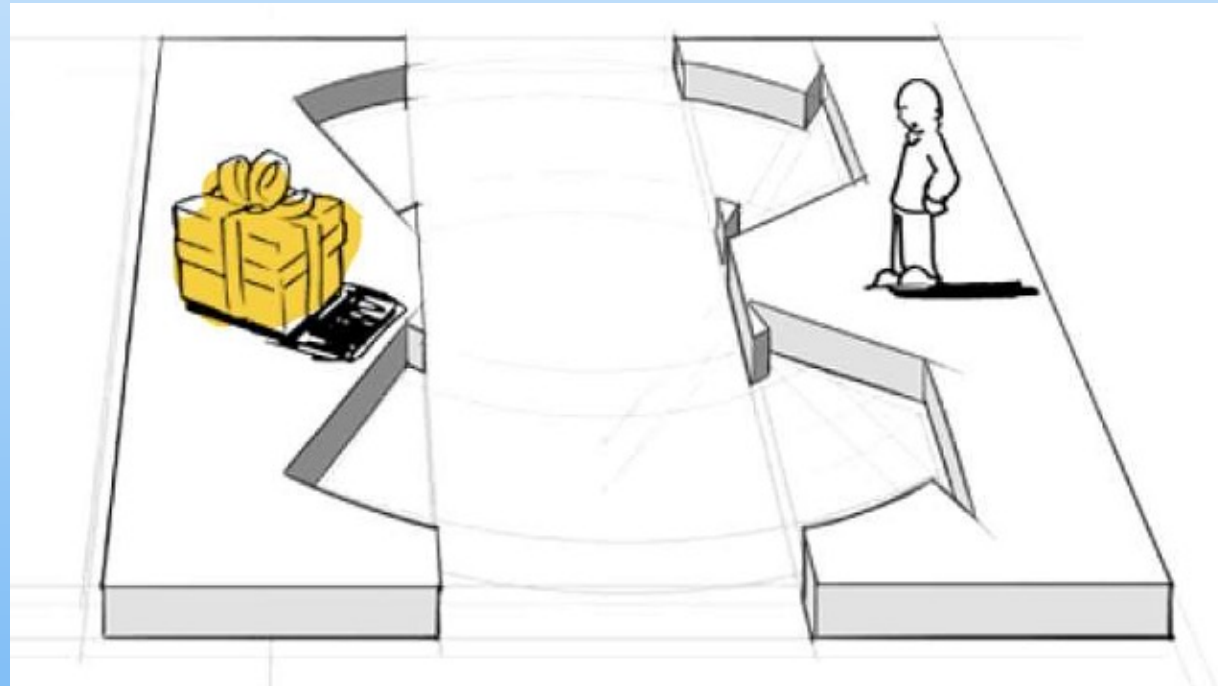
## B2C

- Short sales cycle
- Short term goals
- Desires and benefits
- Brand awareness building across the market
- Large scale market



## 2. VALUE PROPOSITION

The Value Proposition Building Block describes the bundle of **products and services** that create value for a specific customer segment.



What value do we deliver to the customer?  
Which one of our customer's problems are we helping to solve?

# Value drivers



## NEWNESS

The product or service satisfies **entirely new needs** not perceived before by the user



## PERFORMANCE

**Improving** existing product or service performance



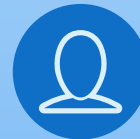
## BRAND / STATUS

Users could value a **specific brand** and/or be "proud" to show others they belong to a certain "**community**"



## GETTING THE JOB DONE

Offering **solutions to users** instead of single products and services



## CUSTOMIZATION

Tailoring products and services to the specific needs of individual customers or segments → **mass customization** and **customer co-creation**



## DESIGN

A product may stand out for **superior design/aesthetic**



# Value drivers



## PRICE

Offering **similar values** to price-sensitive consumers but **at lower prices**



## COST REDUCTION

Offering products, services or solutions that help clients **to reduce their costs**



## RISK REDUCTION

**Reduce** the uncertainty and the risks consumers incur when they buy "complex" products



## ACCESSIBILITY

Making products or services **accessible to users** who previously lacked access to them (sharing economy)

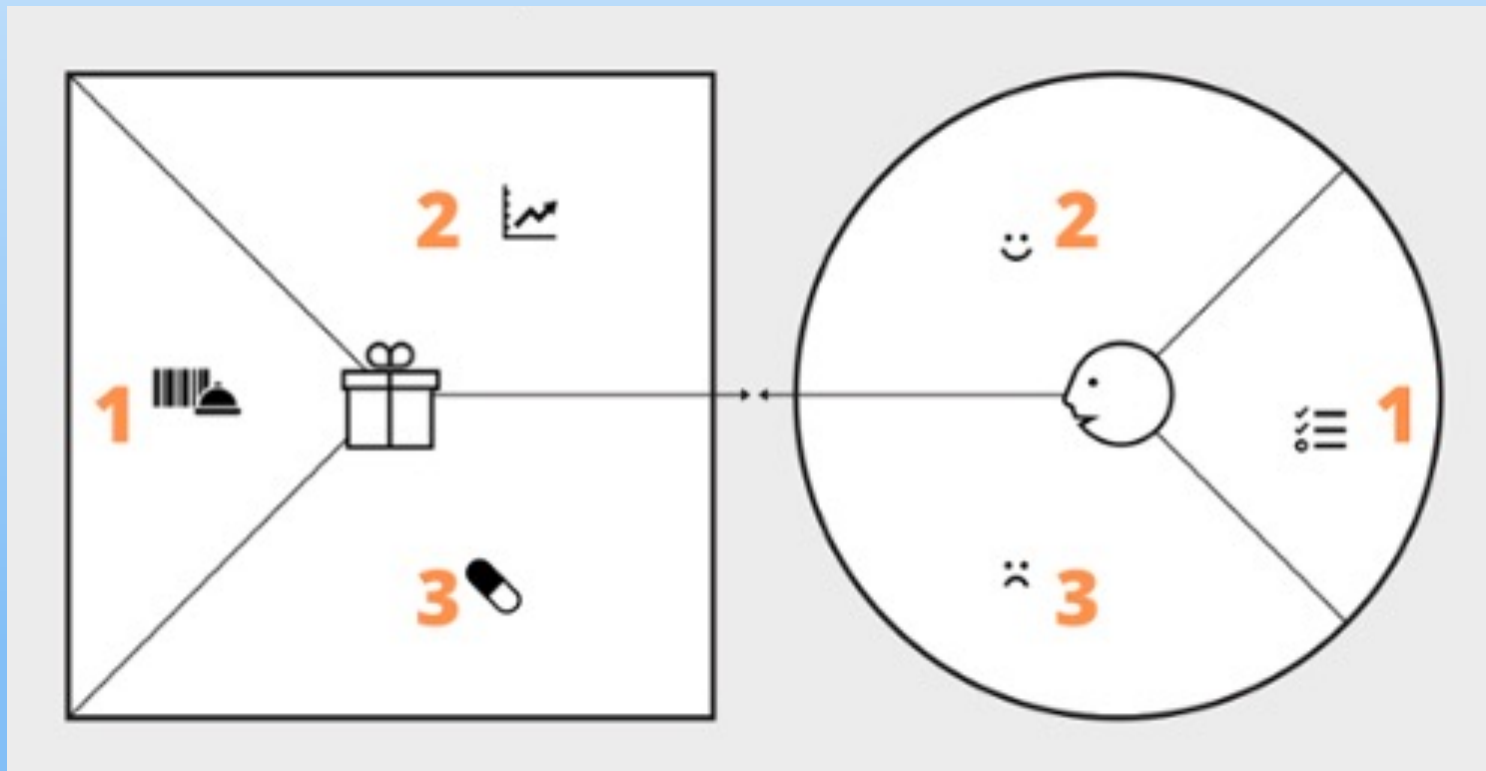


## USABILITY

Make products **easier or more convenient** to use



# The Value Proposition Canvas



It is a specific part complementary to the BMC which helps firms to create value proposals directly responding to client needs



# The XXX TEST

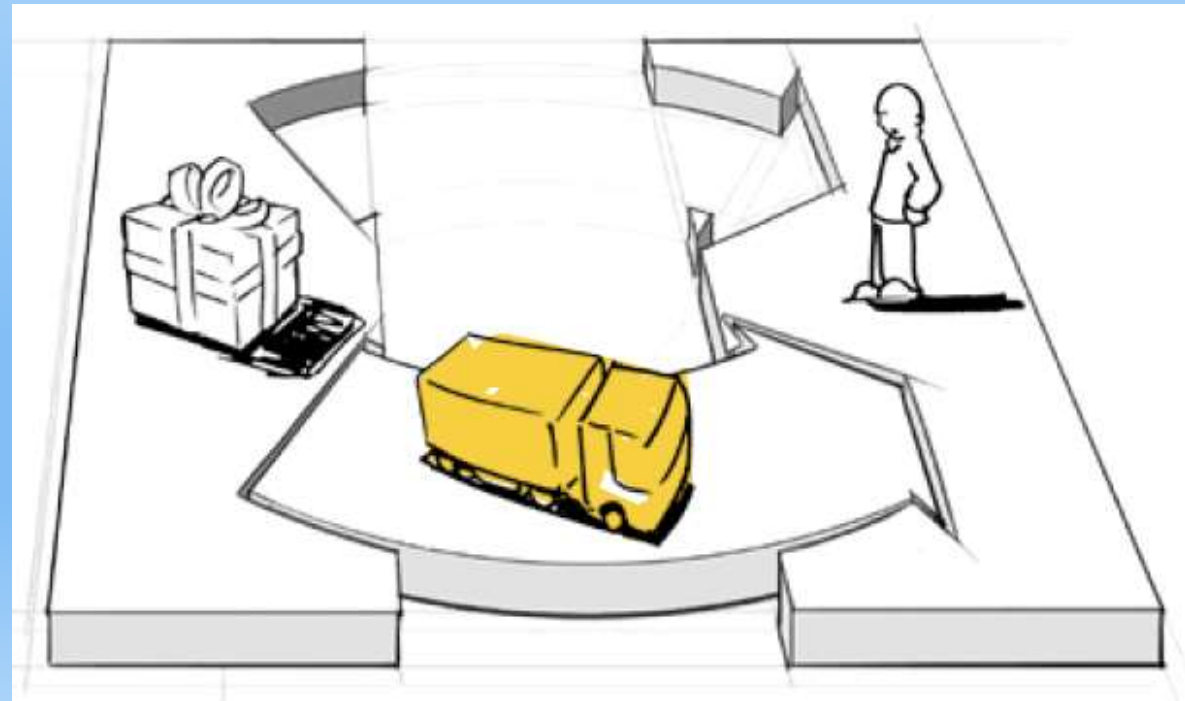
- Work individually
- Choose one value drivers cards
- Elaborate a concept for a product embedding the value driver (5 min)
- Present it to the rest of the class



## 3. CHANNELS

Through which channels do our customer segments want to be reached?  
How are we reaching them now? How are our channels integrated?

The Channels Building Block describes how a company **communicates with and reaches** its customer segments to deliver a value proposition.



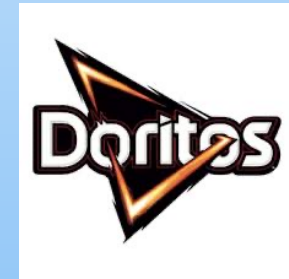
# Communication objectives



1. **Inform customers and establish need for category:** especially for new-to-the-world products
2. **Build brand awareness:** supporting the consumer to recognize (or recall) the brand in sufficient detail to make a purchase
3. **Build brand attitude:** helping consumers evaluate the brand's perceived ability to meet a currently relevant need:
  - negatively oriented needs (problem removal, problem avoidance, incomplete satisfaction,...)
  - positively oriented needs (social approval, personal gratification, intellectual stimulation,...)
4. **Influence brand purchase intention:** triggering consumers' purchase-related action.



# Some ads from the 2024 U.S. Superbowl



What about these?



# Communication and distribution channels 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?

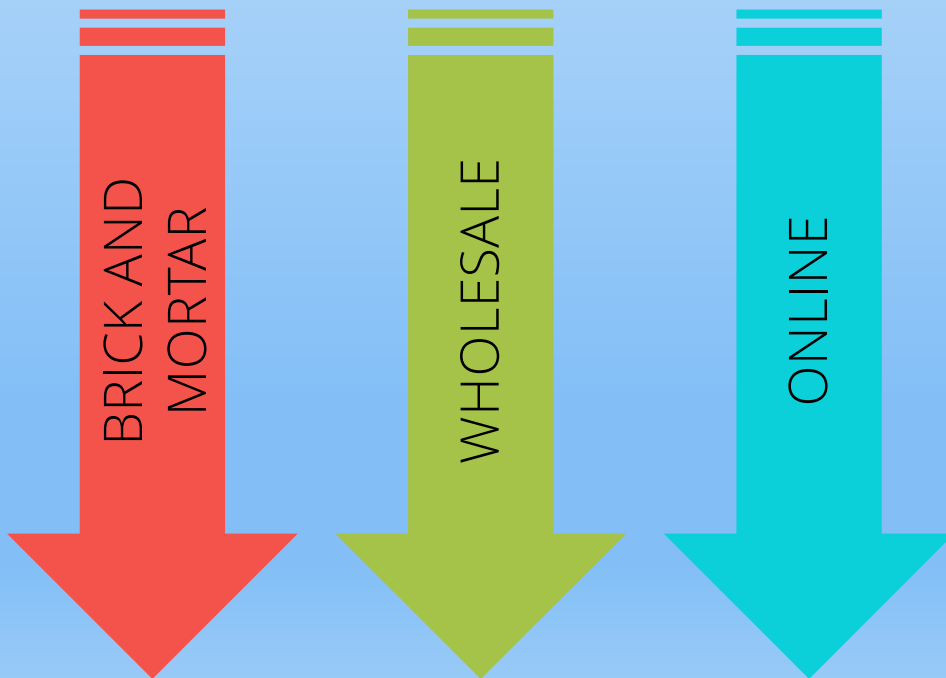


## 5 AFTER SALES

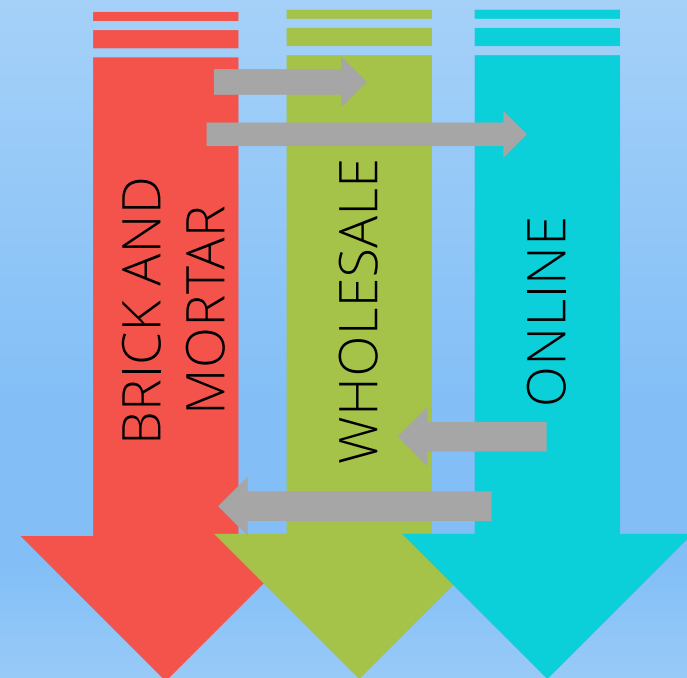
How do we provide post-purchase customer support?

# Channel strategies

## Multichannel



## Omnichannel

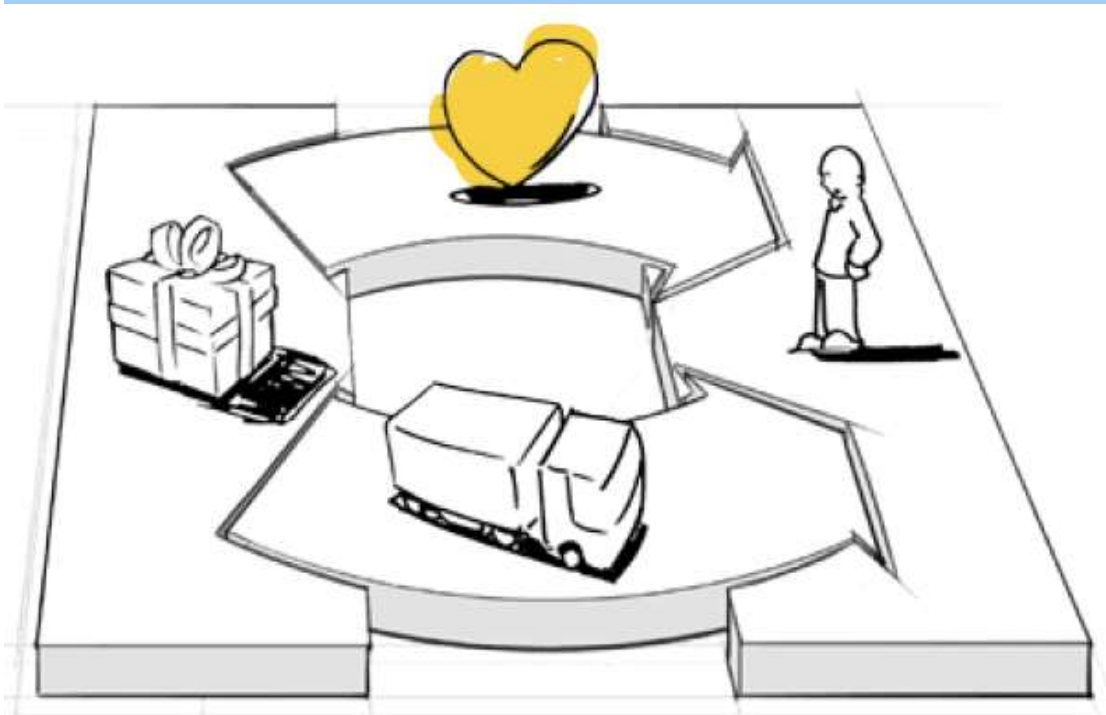


# Distribution channels: types



## 4. CUSTOMER RELATIONSHIPS

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?



The Customer Relationships Building Block describes the **type of relationships** a company establishes with specific customer segments.





# Why customer relationships?



- **Acquire** (new) customers
- **Retain** (old) customers
- Applying **Up-selling** or
- Applying **Cross-selling** strategies

# What type of relationships?



## PERSONAL ASSISTANCE

Based on human interaction: live, call-centers, e-mail, chat, etc.



## DEDICATED PERSONAL ASSISTANCE

PA dedicated to specific clients (ex. AmEx)



## SELF-SERVICE

Provide to customers all the information to self-help themselves



## AUTOMATED SERVICE

More sophisticated as they can recognise the client and personalise the service (ex. Netflix suggestions)



## COMMUNITY

Facilitate information exchange among the members of a community



## CO-CREATION

Customers co-create value (products, assistance etc.) with the company

What are the **advantages** and the **disadvantages** of each type?



# Let's start!

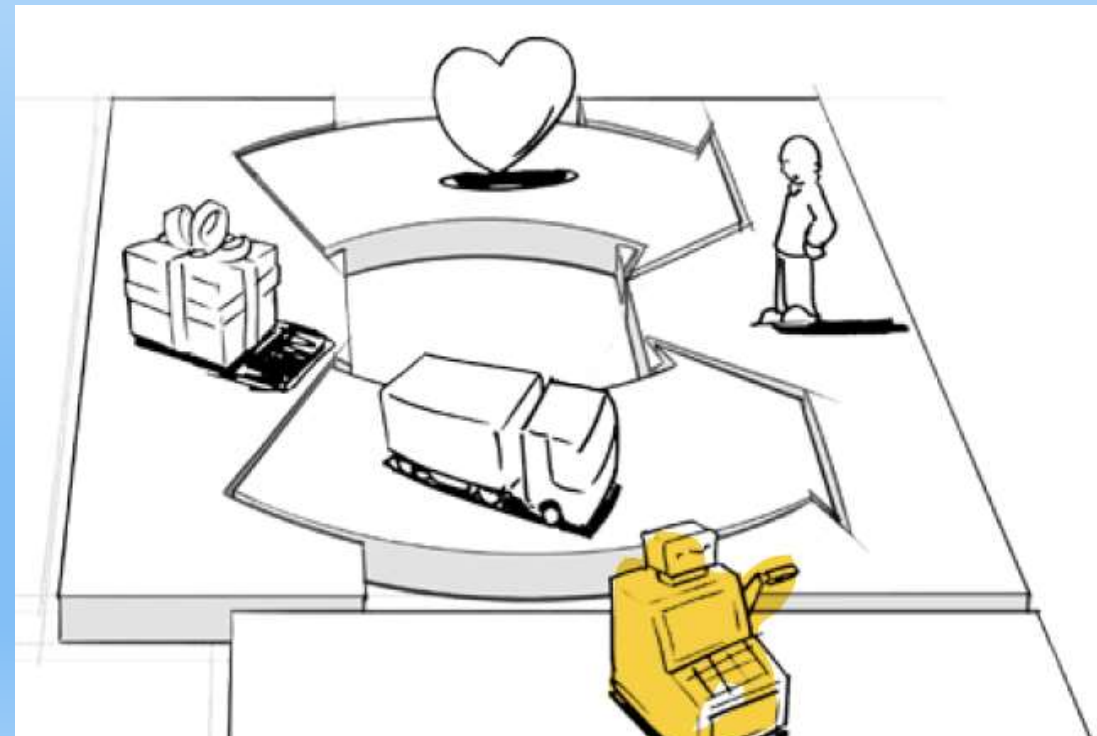
Let's start putting the 4 building blocks together in a consistent way:

- Hypothesise we want to start up with our **XXX**
  - Think to a **combination of**:
    - target market
    - value proposition
    - customer relationships
    - channels
- that makes sense
- Explain your idea to your colleagues

## 5. REVENUE STREAMS

What value are our customers willing to pay? For what do they currently pay? How are they currently paying and how would they prefer to pay?

The Revenue Streams Building Block represents the **cash** a company generates from each customer segment.



# Revenue streams generation

€

## ASSET SALE

Simple selling of physical products

€

## USAGE FEE

Fee derived from the use of a service (the more the use, the higher the revenues)

€

## SUBSCRIPTION FEES

Revenues coming from selling access to a service (physical or digital)

€

## LENDING/RENTING/LEASING

Revenues coming from a temporal grant given to someone to use a particular asset

€

## LICENSING

Giving customers permission to use protected intellectual property in exchange for licensing fees

€

## BROKERAGE FEES

Revenue Stream derives from intermediation services performed on behalf of two or more parties (credit cards, real estate agents)

€

## ADVERTISING

Revenue Stream results from fees for advertising a particular product, service, or brand

# Fixed vs dynamic pricing

## FIXED PRICING

(predefined prices based on static variables)

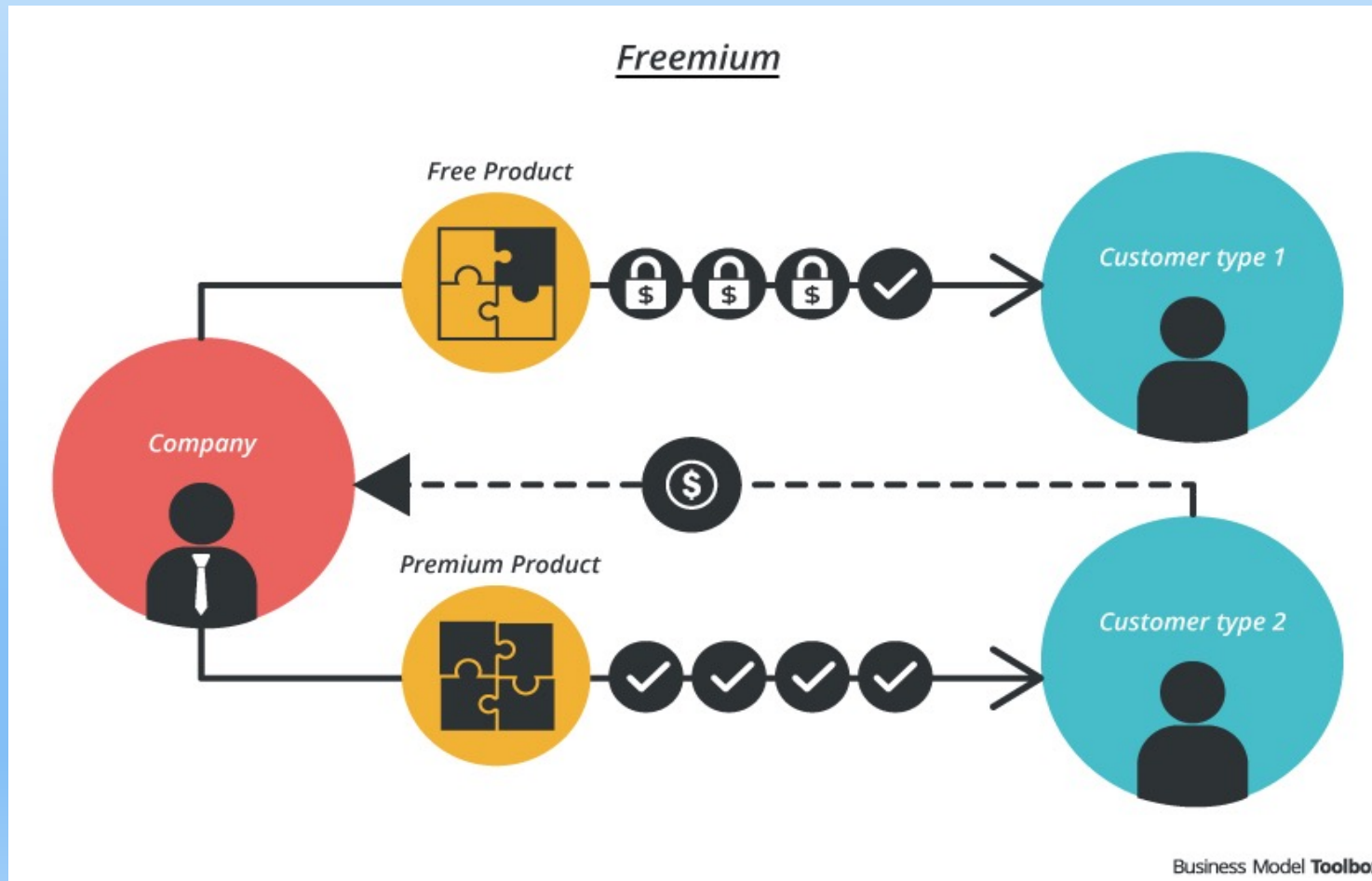
List price	Fixed prices for individual products, services, or other value propositions
Product feature or dependent	Price depends on the number or quality of value proposition features
Customer segment dependent	Price depends on the type and characteristic of a customer segment
Volume dependent	Price as a function of the quantity purchased

## DYNAMIC PRICING

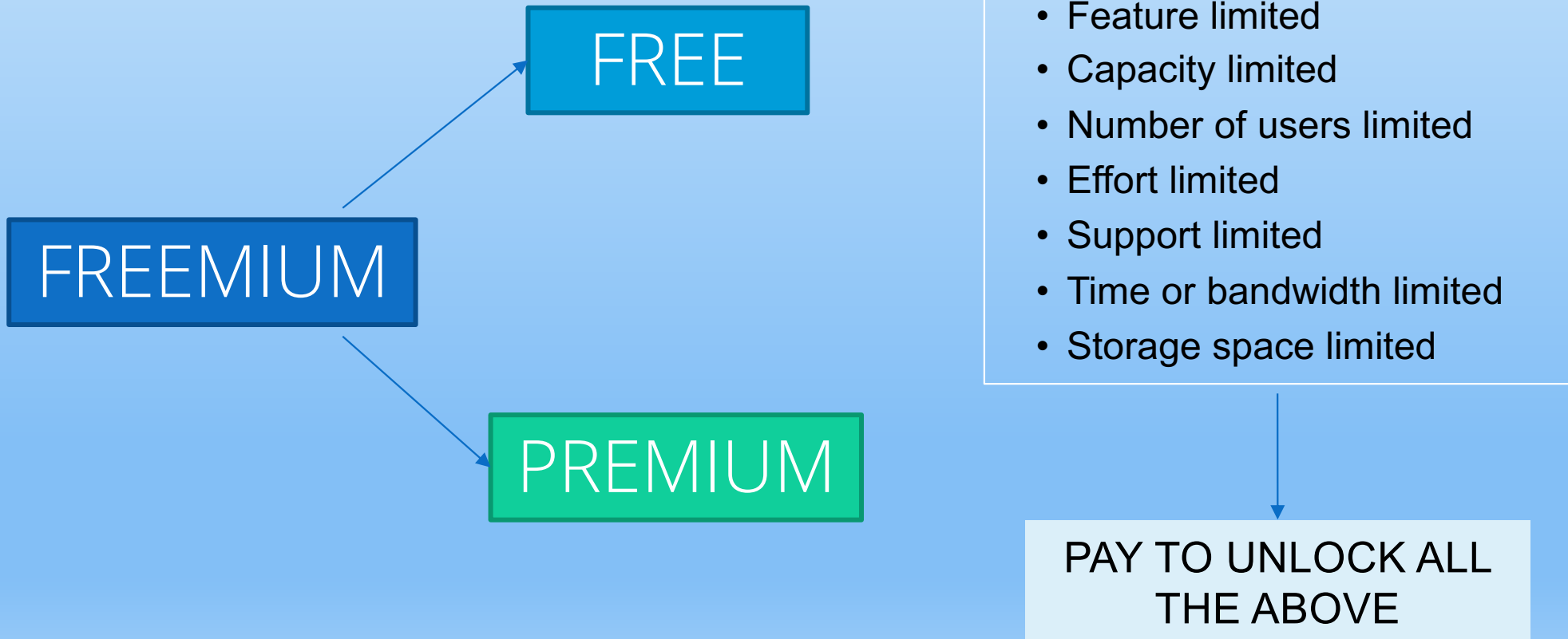
(prices change based on market conditions)

Negotiation (bargaining)	Price negotiated between two or more partners depending on negotiation power and/or negotiation skills
Yield management	Price depends on inventory and time of purchase (normally used for perishable resources such as hotel rooms or airline seats)
Real-time-market	Price is established dynamically based on supply and demand
Auctions	Price determined by outcome of competitive bidding

# An emerging (?) revenue model

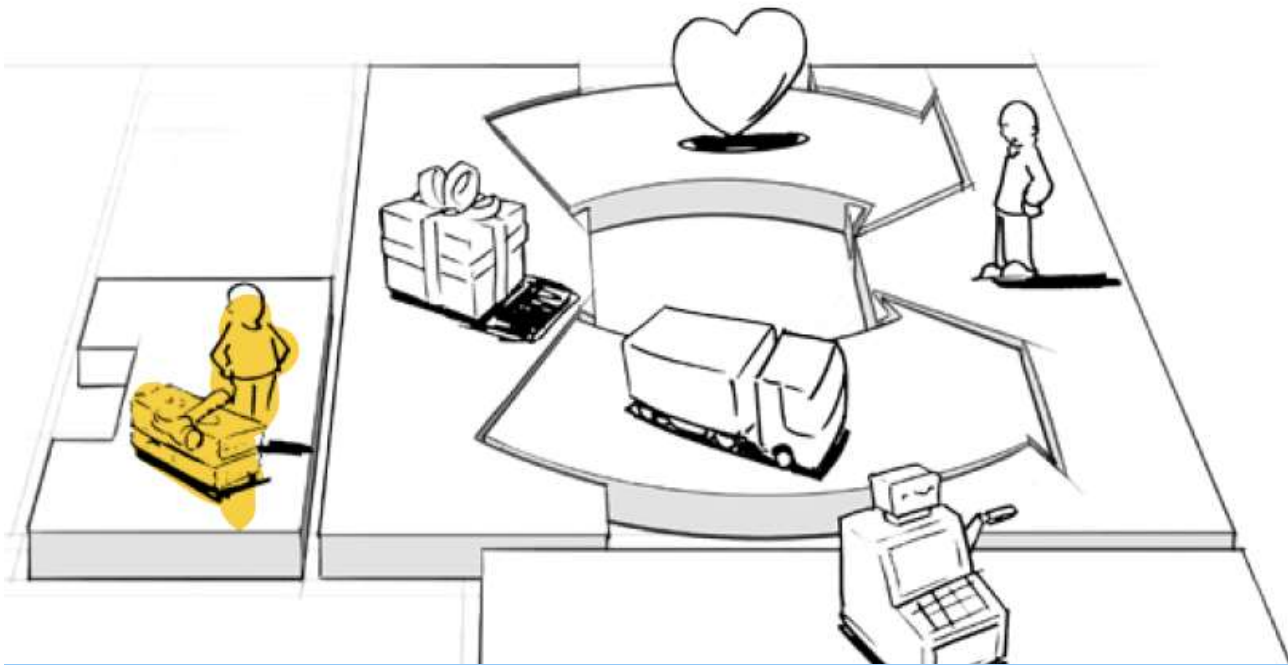


# The “Freemium” RM





## 6. KEY RESOURCES



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

What key resources do our value propositions require? Our distribution channels? Customer relationships? Revenue streams?



# Resource types

## INTELLECTUAL

Include brands, knowledge, patents, copyrights, partnerships, and customer databases

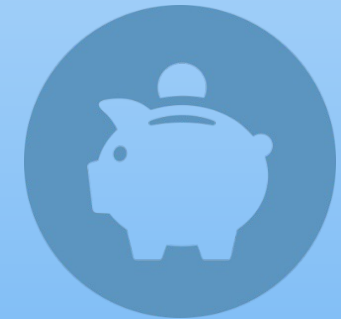
## HUMAN

HR are particularly important in certain business models (i.e., knowledge-intensive and creative industries)



## PHYSICAL

Include physical assets such as manufacturing facilities, machines, systems, point-of-sales systems, and distribution networks



## FINANCIAL

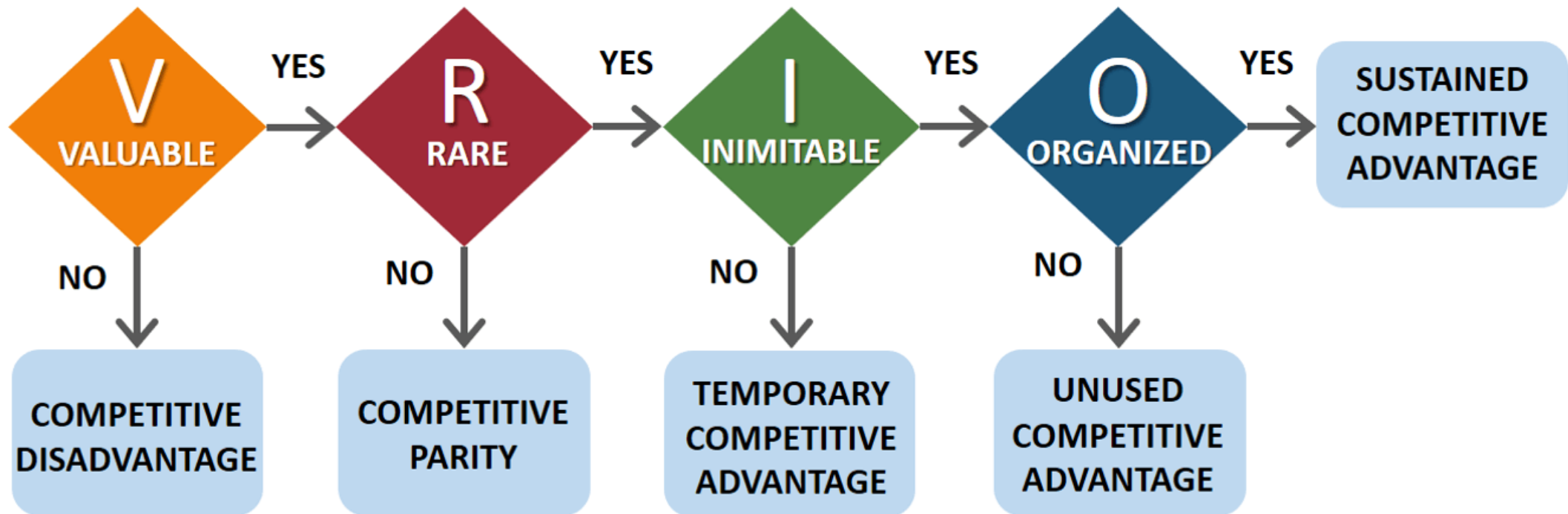
Financial resources (or lines of credit) can be key (i.e., to finance equipment bought by customers)



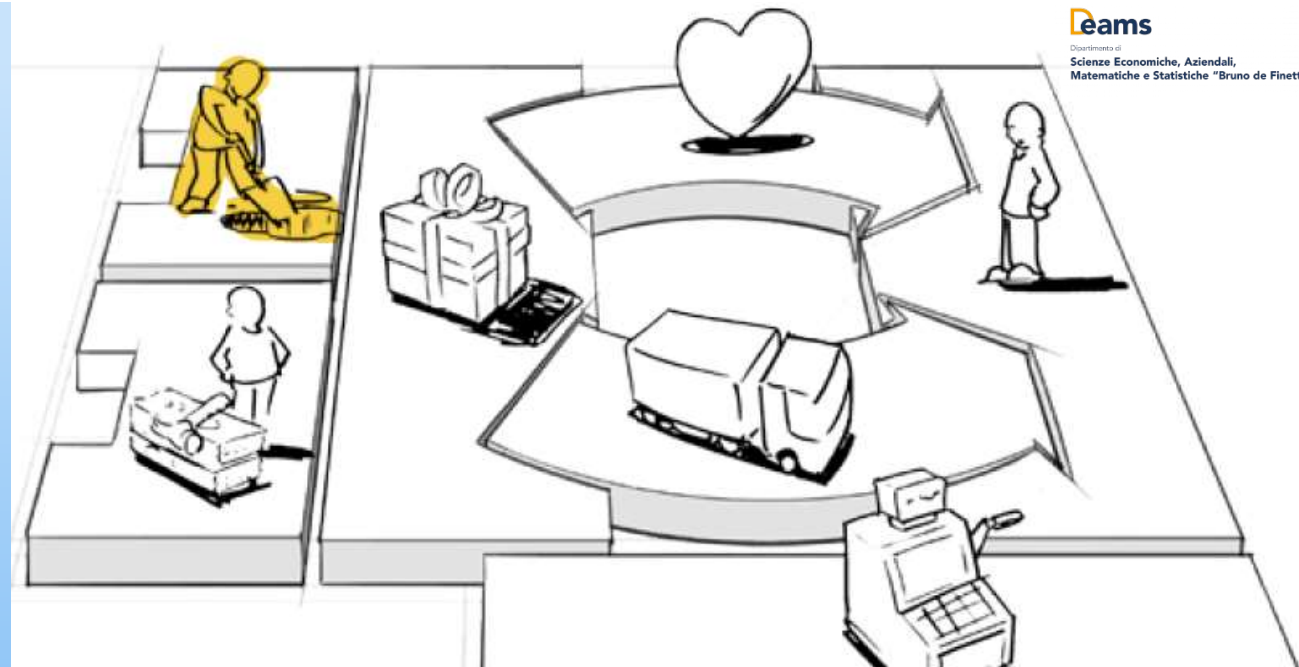
# The VRIO model

IS THE RESOURCE OR CAPABILITY...?

IS THE COMPANY WELL...?



## 7. KEY ACTIVITIES



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

What key activities do our value propositions require? Our distribution channels? Customer relationships? Revenue streams?



# Types of key activities



## PLATFORM/NETWORK

Some business models manage the interface between multiple actors as a key activity (i.e., Airbnb, MasterCard)



## PRODUCTION

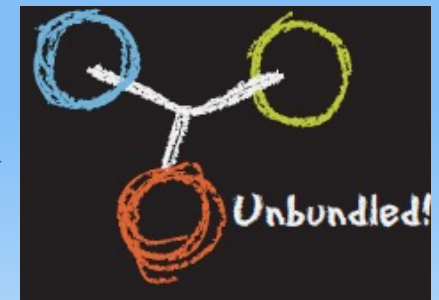
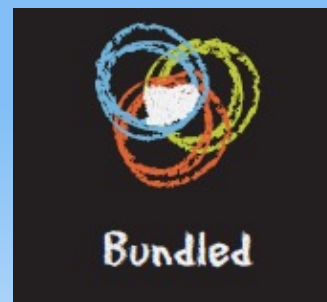
These activities relate to designing, making, and delivering a product in substantial quantities and/or of superior quality. Typically, manufacturing



## PROBLEM SOLVING

Some BM require to come up with new solutions to individual customer problems. Typically, services.

Pay attention mixing up activities that are too different: **Un-bundling** could become necessary

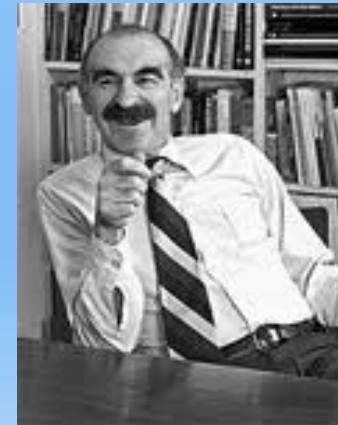


# Servitisation



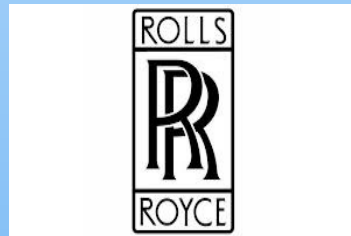
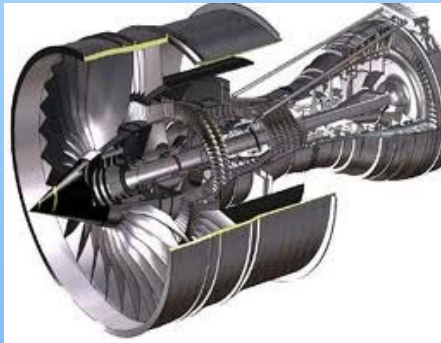
Levitt T. (1960):

*“when customers buy 1/4 inch drills what they really want are 1/4 inch holes”*



# A (new?) trend: products servitisation

From one product,  
many services:

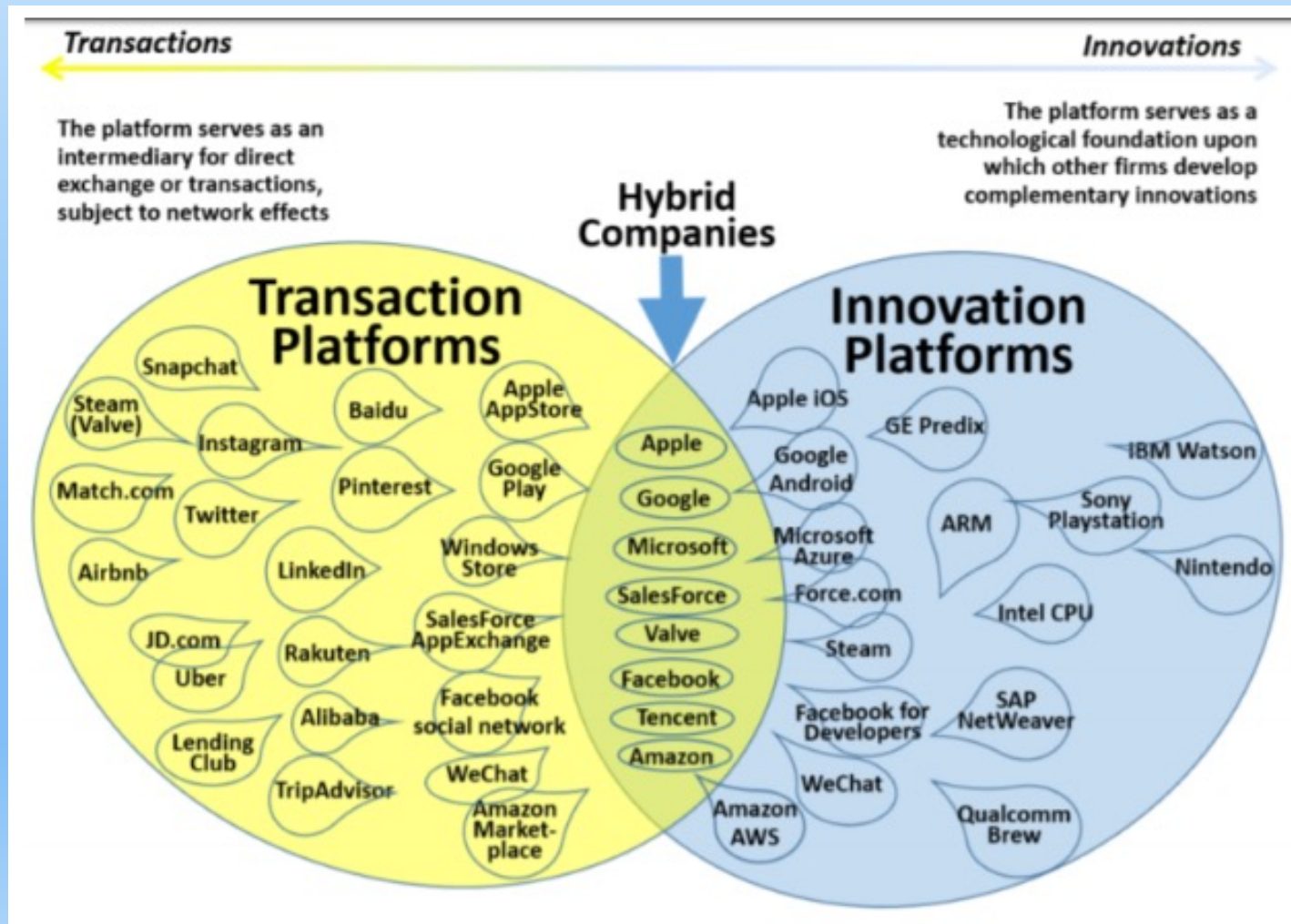


Looking at products as they were  
services helps to focus on the **benefits**  
**provided to clients**



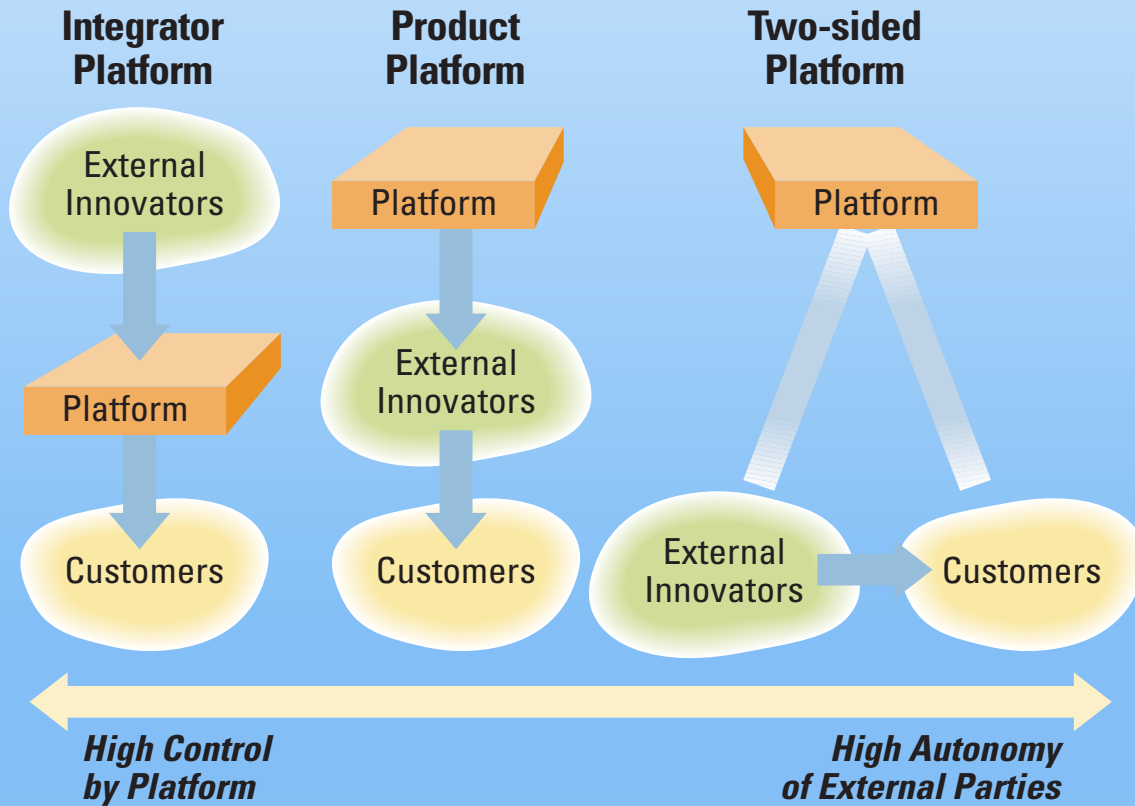


# Transaction vs innovation platforms





# Platform types



When a company opens up its product to **outside innovation**, the product becomes a **platform**. To **generate revenues** from that platform, executives need to think about what type of business model makes the most sense.

Boudreau, K. J., & Lakhani R. J. (2009). How to Manage Outside Innovation. *MIT Sloan Management Review*, 50(4)



# Platform strategies

- **“Jump on the bandwagon” strategy**

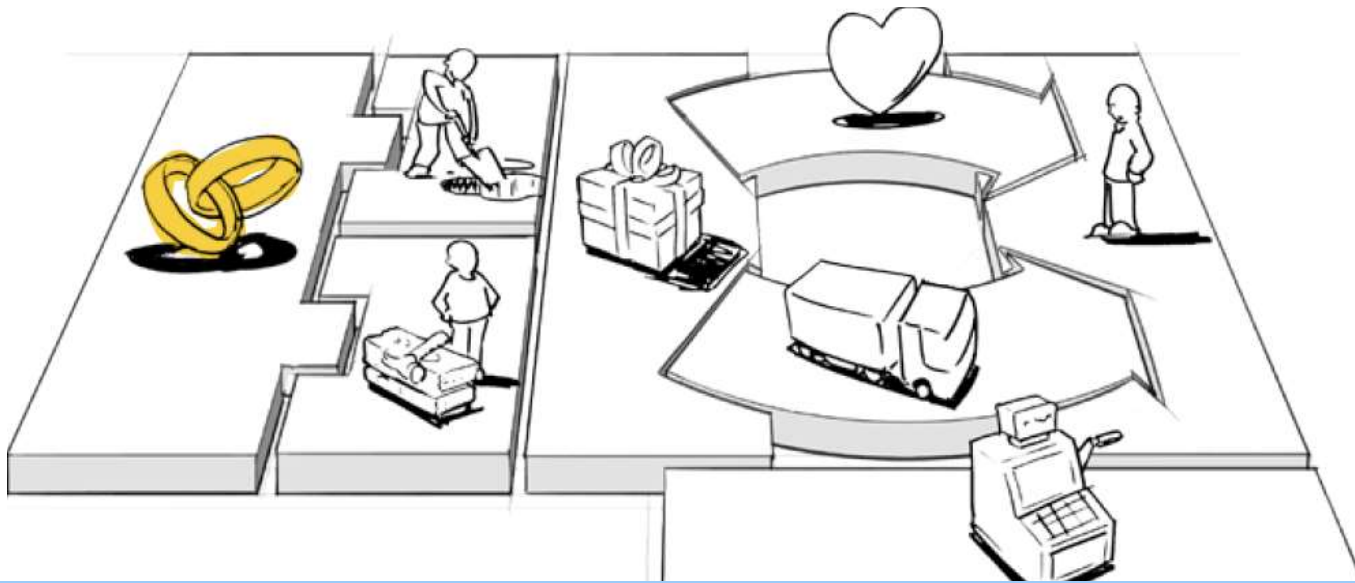
Simply use existing and "winning" platforms.

- **“Embrace-and-extend” strategy**

Embrace existing winning platforms, as far as they go, then rapidly extend them with proprietary/unique features.

- **Create new/alternative platforms (if possible)**

- **Avoid platforms (possible?)**



Who are our key partners? Who are our key suppliers? Which key resources are we acquiring from partners? Which key activities do partners perform?

## 8. KEY PARTNERSHIPS

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

# Types of key partnerships



**1. Strategic alliances between non-competitors**  
(“Rete”, Non-competitive network)



**2. Coopetition:**  
Strategic partnerships between competitors



**3. JV**  
Normally used to develop new businesses or to enter new markets



**4. Buyer-Supplier relationships**  
Not only to assure reliable supplies...

# Why key partnerships?

1

## OPTIMIZATION OF RESOURCES AND ECONOMY OF SCALE

Typical of supply relationships. It could make not much sense for a company to internalize all the assets, especially when demand is unstable

2

## REDUCTION OF RISK AND UNCERTAINTY

Typical of coopetition and JV. Entering new markets, launching new standards can be extremely costly for a single company.

3

## ACQUISITION OF PARTICULAR RESOURCES AND ACTIVITIES

Typical of strategic alliances. Such partnerships can be motivated by needs to acquire knowledge, licenses, or access to customers

## 9. 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?

The Cost Structure describes **all costs** incurred to operate a business model.



# Cost structure types

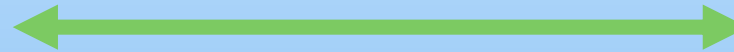


## COST DRIVEN

**Minimizing costs is key.**

This approach aims at creating and maintaining the leanest possible Cost Structure, using low price Value Propositions, maximum automation and extensive outsourcing.

In between  
solutions are, of  
course, possible

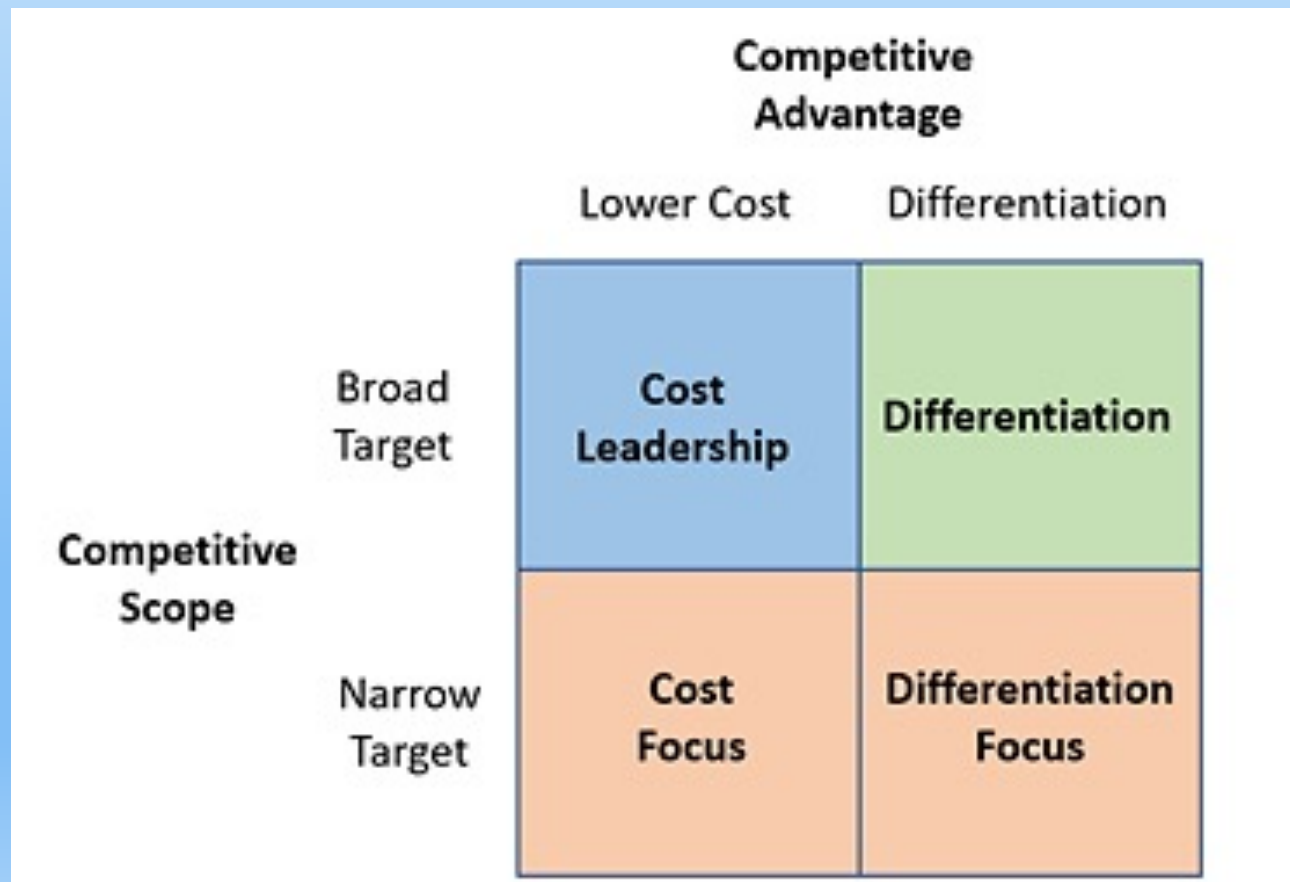


## VALUE DRIVEN

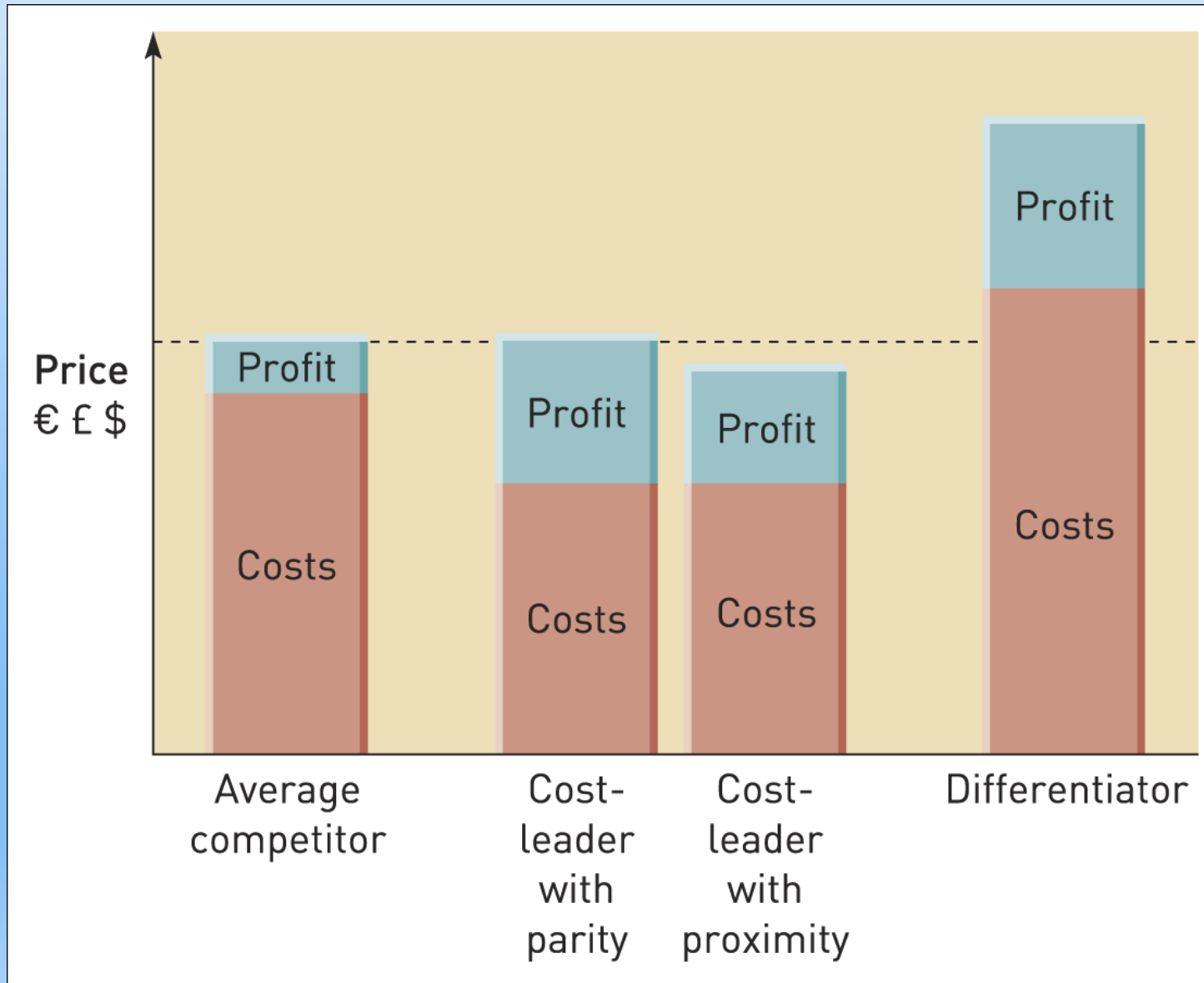
**The focus is on value creation.**

Premium Value Propositions and a high degree of personalized service usually characterize value-driven business models.

# The base competitive strategies for Michael Porter

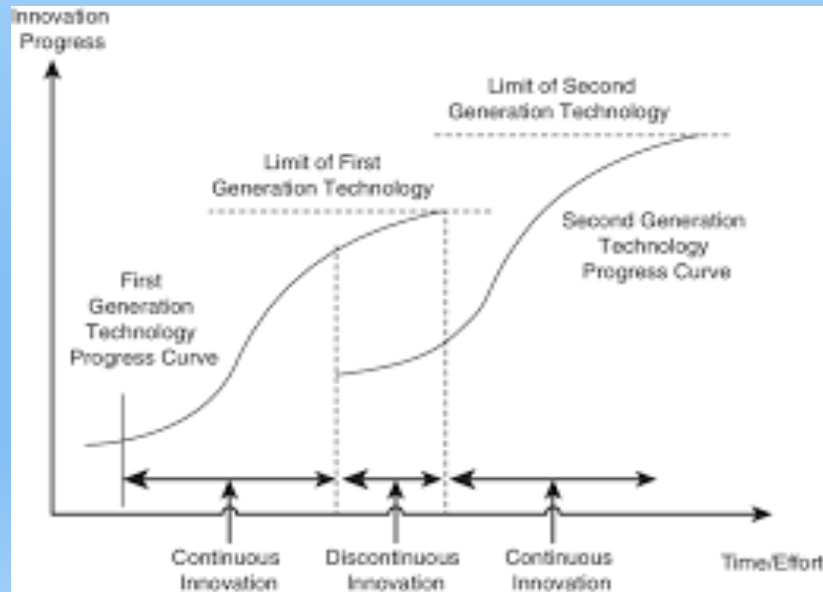




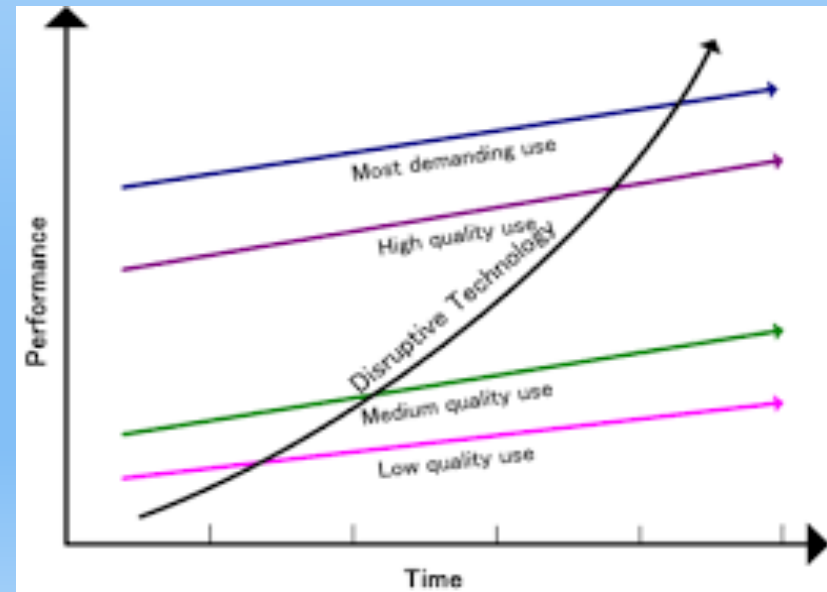


# Innovation trends to consider (and actions to take)

## DISCONTINUOUS INNOVATIONS



## DISRUPTIVE INNOVATIONS



# Discontinuous innovation



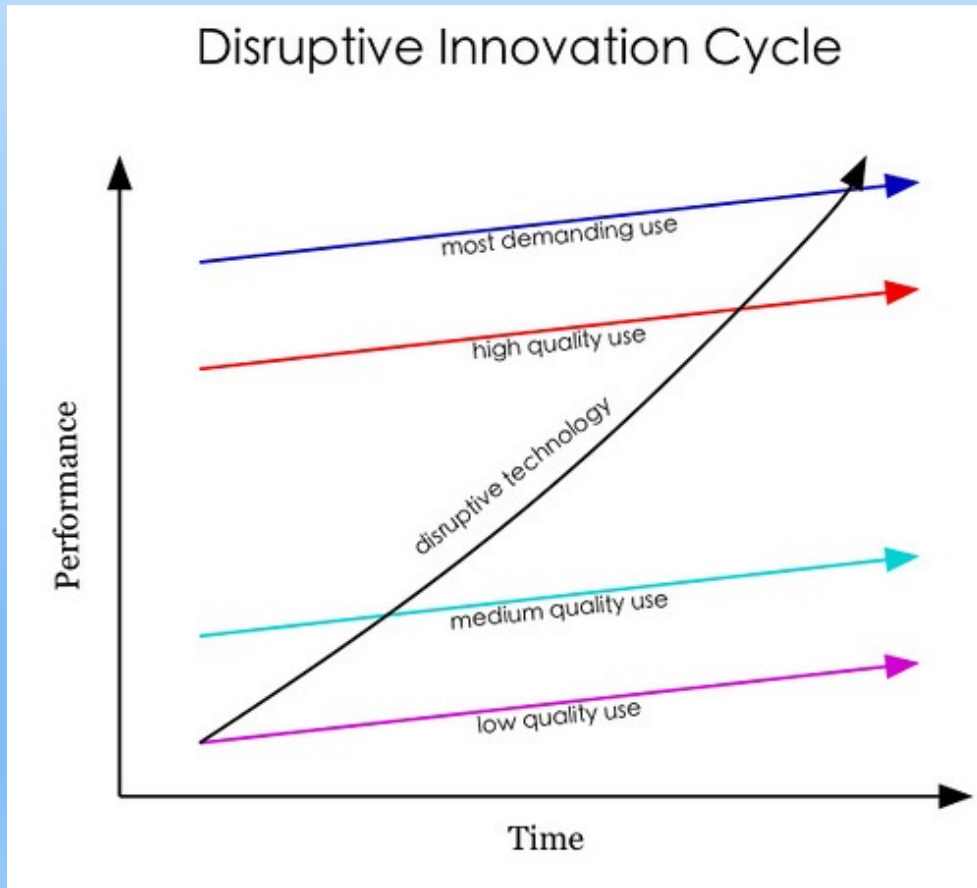
- Innovation (mainly technological) tends to develop **over time along well-defined trajectories**
- **Potential sources:** new consumers' behaviors, business models, technologies etc.
- Discontinuous innovations represent a rift in such trajectories that **change the “rules of the game”** for all the companies and can force incumbents to completely revise their business models in order to avoid competitive irrelevance

# Discontinuous innovation: how to react

- **Incumbents**
  - Short-term: limit the damage (price tactics, wait-and-see behavior)
  - Long-term: shift to the new trajectory (if the winning one)
- **Newcomers**
  - Short-term: gain as much market share as possible
  - Long-term: prepare for tough competition coming from “converted” firms



# Disruptive innovation



Coined by Clayton Christensen, it describes a process by which a product or service takes root initially in **simple applications** at the bottom of a market and then relentlessly **moves up** the market, eventually displacing established competitors.

# Disruptive innovation: How to react

- Going up and up (being aware of the “quality trap”)
- Repositioning down
- **Dual positioning** strategy (even through M&A)



# Ryanair's BMC analysis

- **CUSTOMER SEGMENTS:**
- **VALUE PROPOSITION:**
- **CHANNELS:**
- **CUSTOMER RELATIONSHIPS:**

Try to examine the Ryanair's BMC: let's discuss about it!



# Ryanair's BMC analysis (2)

- **KEY RESOURCES:**
- **KEY ACTIVITIES:**
- **KEY PARTNERS:**
- **REVENUE STREAMS:**
- **COST STRUCTURE:**







# Thank you for your attention

Chiara Marinelli

[chiara.marinelli@phd.units.it](mailto:chiara.marinelli@phd.units.it)





# Resources and materials

Anderson, C. (2010). Free: how today's smartest businesses profit by giving something for nothing. In Random House Business Books. <http://ci.nii.ac.jp/ncid/BB02441336>

Boudreau, K. J., & Lakhani, K. R. (2009). How to manage outside Innovation. MIT Sloan Management Review, 50(4), 69–76. <http://kevinboudreau.com/PAPER%20Open%20Markets%20or%20Communities.pdf>

Business Model Toolbox. (2021, March 23). Freemium - Business model toolbox. <http://bmttoolbox.net/patterns/freemium/>

Haley, R. I. (1968). Benefit segmentation: a decision-oriented research tool. Journal of Marketing, 32(3), 30–35. <https://doi.org/10.1177/002224296803200306>

Maurya, A. (2012). Running Lean: Iterate from Plan A to a Plan That Works. [https://openlibrary.org/books/OL25288569M/Running\\_lean](https://openlibrary.org/books/OL25288569M/Running_lean)

Osterwalder, A. (2014). Value Proposition Design: How to create products and services customers want. [https://dlibrary.ittelkom-pwt.ac.id/index.php?p=show\\_detail&id=10772](https://dlibrary.ittelkom-pwt.ac.id/index.php?p=show_detail&id=10772)

Osterwalder, A., & Pigneur, Y. (2010). Business Model Generation: a handbook for visionaries, game changers, and challengers. <https://academicjournals.org/journal/AJBM/article-full-text-pdf/BA71B6427744.pdf>

Plytix. (2023, September 5). Multichannel vs Omnichannel Commerce: Key Differences & Real-Life Examples [Video]. YouTube. <https://www.youtube.com/watch?v=V0X8ssKui3c>

Porter, M. E. (1985). Competitive advantage: creating and sustaining superior performance. <http://ci.nii.ac.jp/ncid/BA00852365>

Startup Geeks. (2023, July 3). Lean Model Canvas: cos'è, come usarlo e come compilarlo (GUIDA 2023). <https://www.startupgeeks.it/lean-model-canvas/>

Zagaria, S. (2024, February 23). Multicanalità, cross-canalità, omnicanalità: sono la stessa cosa? Osservatorio Digital Innovation del Politecnico di Milano. [https://blog.osservatori.net/it\\_it/multicanalit%C3%A0-cross-canalit%C3%A0-omnicanalit%C3%A0](https://blog.osservatori.net/it_it/multicanalit%C3%A0-cross-canalit%C3%A0-omnicanalit%C3%A0)

