RADICAL

STARTUP

“There’s another way”
IT IS NOT A SMALL COMPANY
A BUSINESS PLAN

STARTUP
IT IS NOT A SMALL COMPANY
IT’S A BUSINESS MODEL

STARTUP
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?

Customer Relationships

For whom are we creating value?
Who are our most important customers?
What type of relationship does each of our Customer Segments expect us to establish and maintain with them?
Which ones have we established?
How are they integrated with the rest of our business model?
How costly are they?

Value 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?

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?

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?

Key Partners

Who are our Key Partners?
Who are our key suppliers?
Which Key Resources are we acquiring from partners?
Which Key Activities do partners perform?
Business Model Canvas
The Business Model Canvas

Key Partners
- Who are our key partners?
- Why are they important to our business model?
- What is our relationship with each key partner?
- Which key partners are most important?
- Why?

Key Activities
- What key activities do our value propositions require?
- What channels do our customer segments prefer to interact with us?
- Which key activities are most expensive?
- Why?

Value Propositions
- What unique value do we deliver to our customers?
- What problem are we helping to solve?
- Which customer segments do we target?
- How much does each revenue stream contribute to overall revenue?

Customer Relationships
- What type of relationship do we maintain with each customer segment?
- How do our customer relationships contribute to overall revenue?
- Which customer relationships are most important?
- Why?

Channels
- Through which channels do our customer segments prefer to be reached?
- How do our distribution channels contribute to overall revenue?
- Which channels are most effective?
- Why?

Key Resources
- What key resources do our value propositions require?
- What are our key assets?
- Which key resources are most expensive?
- Why?

Key Partners
- Who are our key suppliers?
- Why are they important to our business model?
- What is our relationship with each key supplier?
- Which key suppliers are most important?
- Why?

Cost Structure
- What are the most important costs in our business model?
- Which key resources are most expensive?
- Which key activities are most expensive?
- How are we integrating our channels with customer routines?
- Which channels are most cost-efficient?
- 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?

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For whom are we creating value?
- Who are our most important customers?
- What type of relationship does each of our customer segments expect us to establish and maintain with them?
- Which ones have we established?
- How are they integrated with the rest of our business model?
- How costly are they?
- 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?
- What key activities do our value propositions require?
- Our distribution channels?
- Customer relationships?
- Revenue streams?

Who are our key suppliers?
- What key activities do partners perform?
- Which key resources do our value propositions require?
- Our distribution channels?
- Customer relationships?
- Revenue streams?

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Value proposition
Customer segment
Problem-solution
Product-market
INNOVATION
UNCERTAINTY
RISK
COMPANIES FAIL
“There’s another way”
REDUCE | UNCERTAINTY RISK
Lean Startup
LEARNING
ADVANCE IN THE PLAN

PROGRESS

LEARNING
VALIDATED LEARNING
The Business Model Canvas

**Key Partners**
- Who are our Key Partners?
- Who are our key suppliers?
- Which Key Activities do our partners perform?

**Key Activities**
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**Value Propositions**
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**Customer Segments**
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**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 are they integrated with the rest of our business model?
- How costly are they?

**Channels**
- Which Key Resources are we acquiring from partners?
- Which Key Activities do partners perform?

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

**Cost Structure**
- Who are our Key Partners?
- Who are our Key Activities?
- Which Key Resources are we acquiring from partners?
REDUCE
UNCERTAINTY
LEARNING
ASSUME NOTHING

METRICS

SHORT CYCLES
Gracias
Thank you
@JordiRomero