

Mengapa Business Model Canvas?









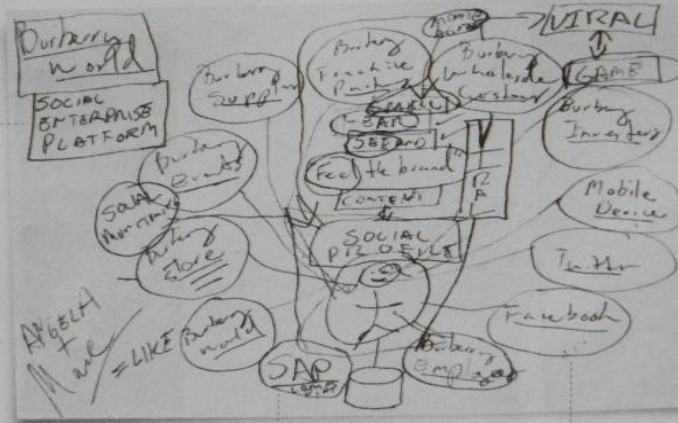
Business Plan: A document investors make you write that they don't read.

Business Model: A single diagram that describes your business.

- Steve Blank



TWITTER: Burberry had its first "Tweet-walk" in September, tweeting images of models just before they hit the runway.



FACEBOOK: Burberry Body perfume samples were given away pre-launch exclusively to Burberry Facebook fans.



Source: Bhide, Harvard Business Review on Entrepreneurship p. 85

Planning vs Opportunistic Adaptation

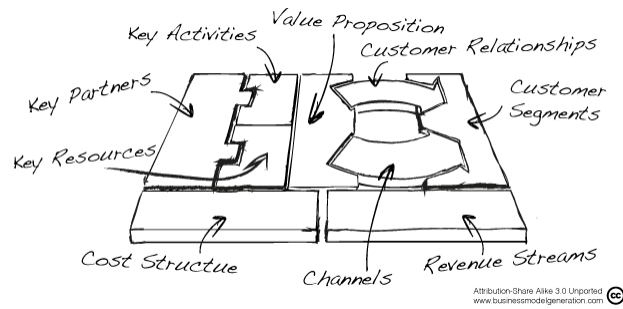


“They start with a sketchy idea of how they want to do business, which they alter and refine as they encounter unforeseen problems and opportunities.”
The Origin and Evolution of New Business. p. 53.

“More than one-third of the Inc. 500 founders we interviewed significantly altered their initial concepts, and another third reported moderate changes.” p. 61



Alexander Osterwalder



FAST

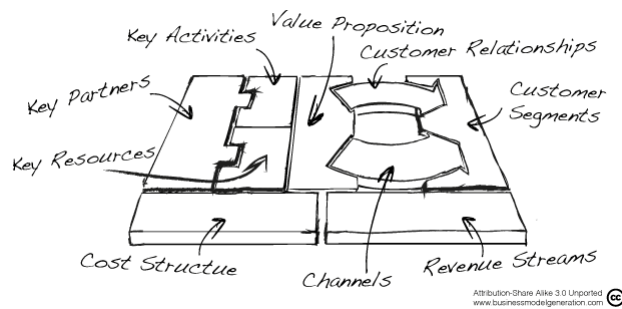
compare that biz plan

CONCISE:

30 seconds (investor) and 8 seconds
(customer on landing page)

PORTABLE

easier to share, easier to update



TIPS

Print ukuran besar

Gunakan 'post it' agar mudah diubah.

Gunakan spidol besar

Gambar.

Kata-kata singkat.



Business Model Canvas
9 Building Blocks
cover 4 Areas
(Customers, Offer,
Infrastructure
& Financial viability)

The Business Model Canvas

Designed for:

Designed by:

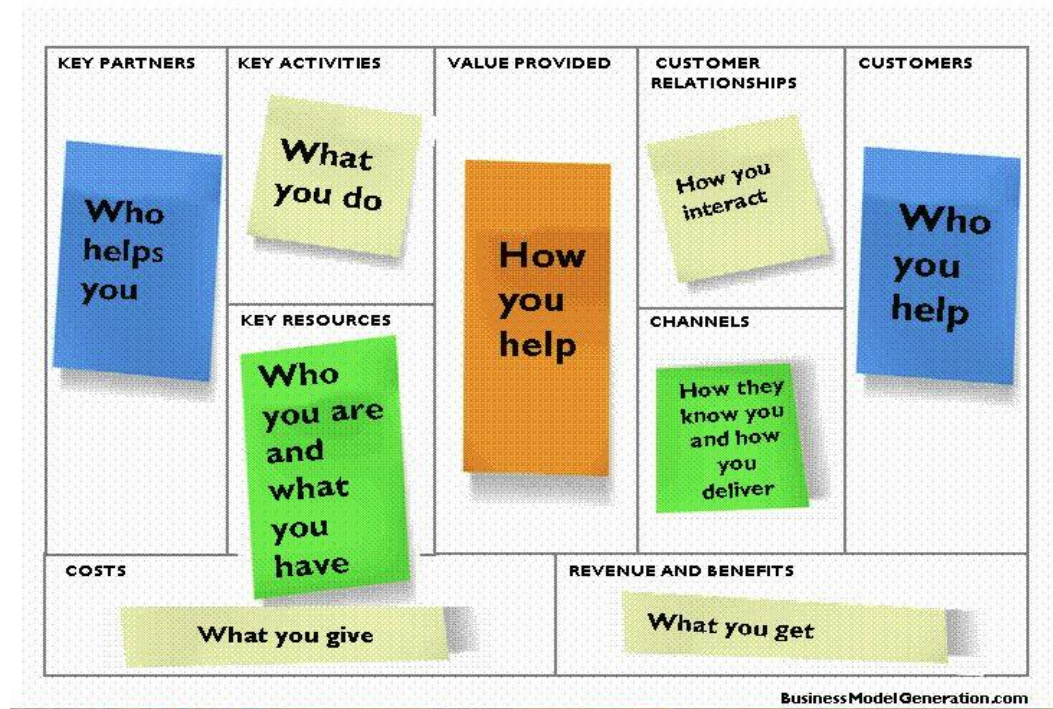
One

Iteration

Key Partners Who are our Key Partners? Which key resources do we acquire from partners? Which key activities do partners perform for us?	Key Activities What key Activities do our Value Propositions require? Our Channels? Customers? Customer Relationships? Revenue Streams?	Value Propositions What value do we deliver to the customer? What makes it unique? Customers are not looking for value? What bundles of products and services are we offering to each Customer Segment? Which customer needs are we addressing?	Customer Relationships What type of relationship does each of our Customer Segments expect? Which ones have we established? How are they aligned with the rest of our business model? (How easily can they be lost?)	Customer Segments For whom are we creating value? Which of our most important customer segments?
	Key Resources What key Resources do our Value Propositions require? Our Channels? Customers? Customer Relationships? Revenue Streams?		Channels Through which Channels do our Customer Segments want to be reached? How are we reaching them today? How are we currently integrated? Which ones are most cost-efficient? How are we integrating them with customer segments?	
Cost Structure What are the most important costs in our business model? Which key Resources are most expensive? Which Key Activities are most difficult to perform? Which Key Partners are most costly to engage with?		Revenue Streams For what value are our customers really willing to pay? How would they go about doing so? How are they currently paying? How would they prefer to pay? How much does each Customer Segment contribute to overall revenue?		

www.businessmodelgeneration.com

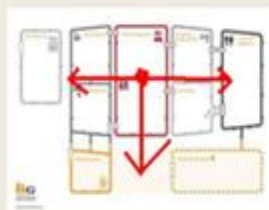
Here's the latest conception (v2.0.5):



Concept Design – Sketching on your Business Model Canvas



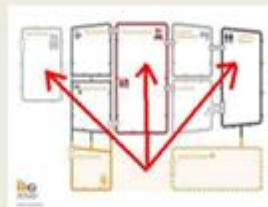
Resource-led



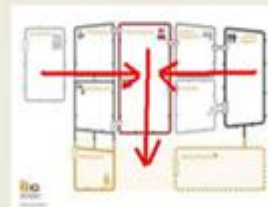
Offer-led



Customer-led



Finance-led

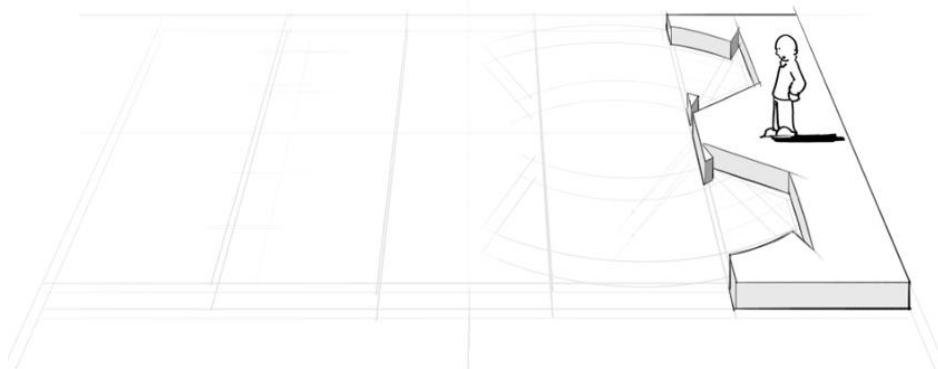


Multiple-centred led

The 9 Building Blocks

1

CUSTOMER SEGMENTS



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

2

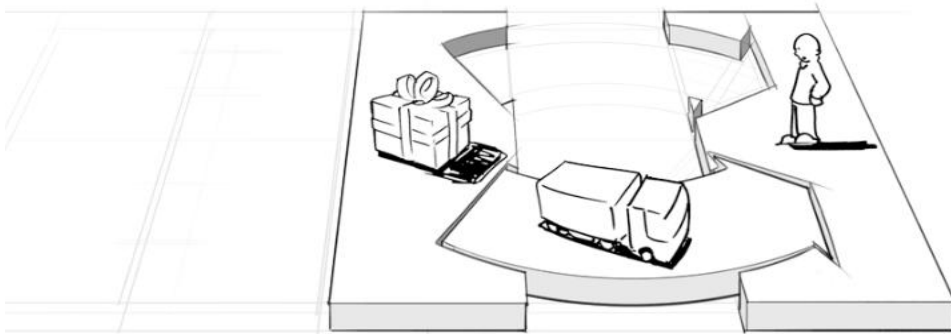
VALUE PROPOSITIONS



What value do we deliver to the customer?
Which one of our customer's problems are we helping to solve?
Which customer need are we satisfying?
What bundles of products and services are we offering to each
Customer Segment?

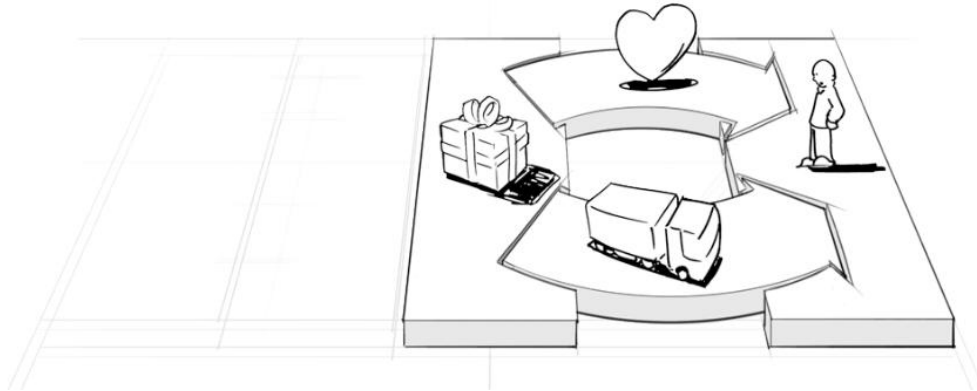
3

CHANNELS



Through which Channel do our Customer Segments want to be reached? How are we reaching them now? How are our Channel integrated? Which ones work best? Which ones are most cost-efficient? How are we integrating them with customer routines?

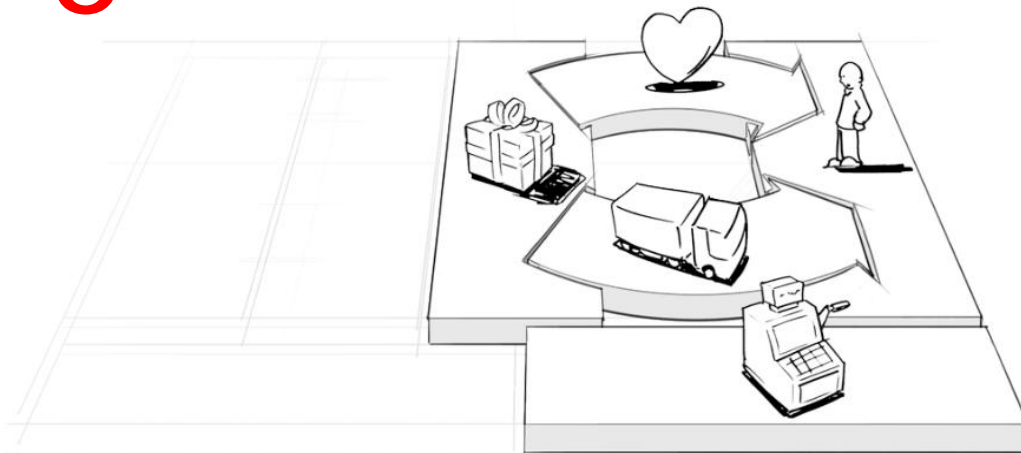
4 Customer Relationship



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?
How are they integrated with the rest of our business model?

5

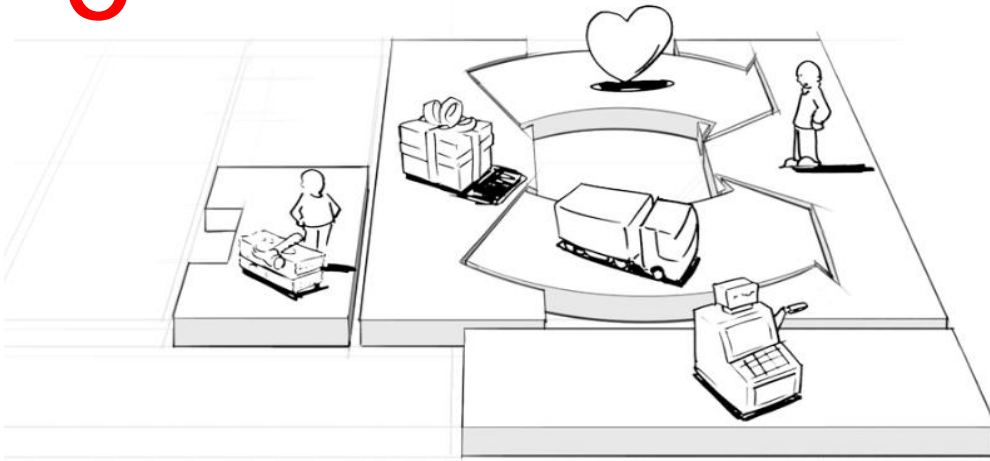
REVENUE STREAMS



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?

6

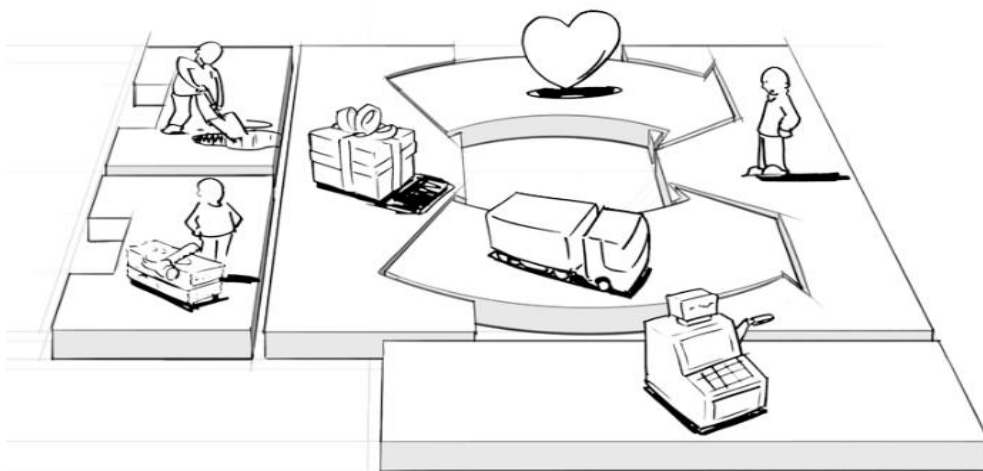
KEY RESOURCES



What Key Resources do our Value Propositions require?
 Our Distribution Channels? Customer Relationships?
 Revenue Streams? Key Resources can be Physical, Intellectual,
 Human, Financial

7

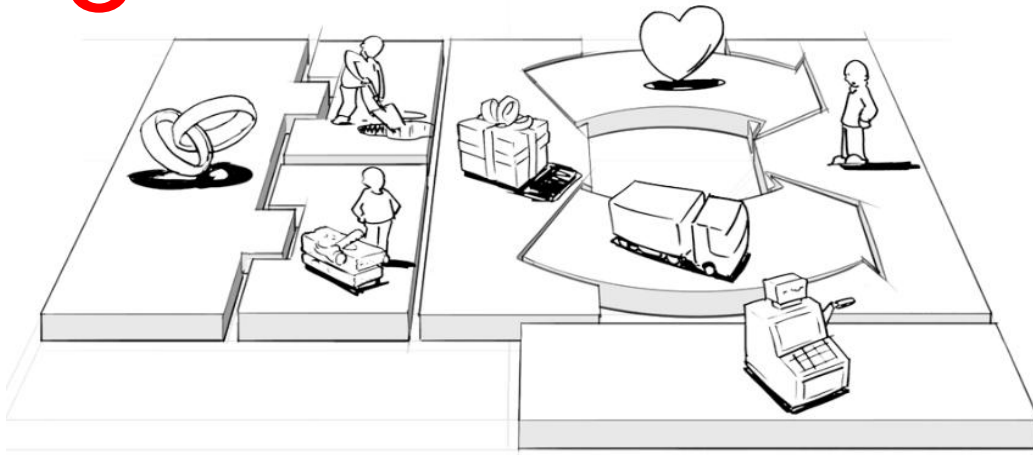
KEY ACTIVITIES



What key activities do our Value Propositions require? Our Distribution
 Channels? Customer Relationships?
 Revenue Streams?

8

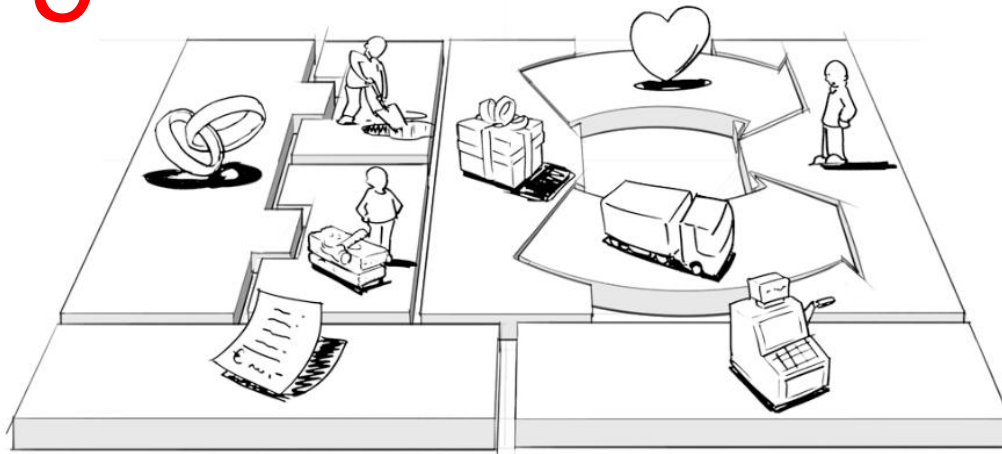
KEY PARTNERS



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

9

COST STRUCTURE

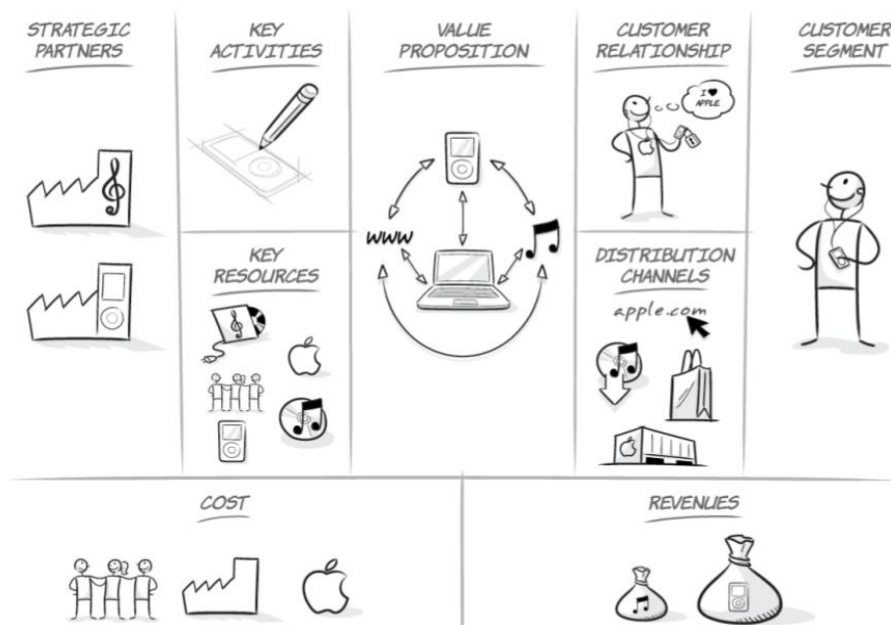
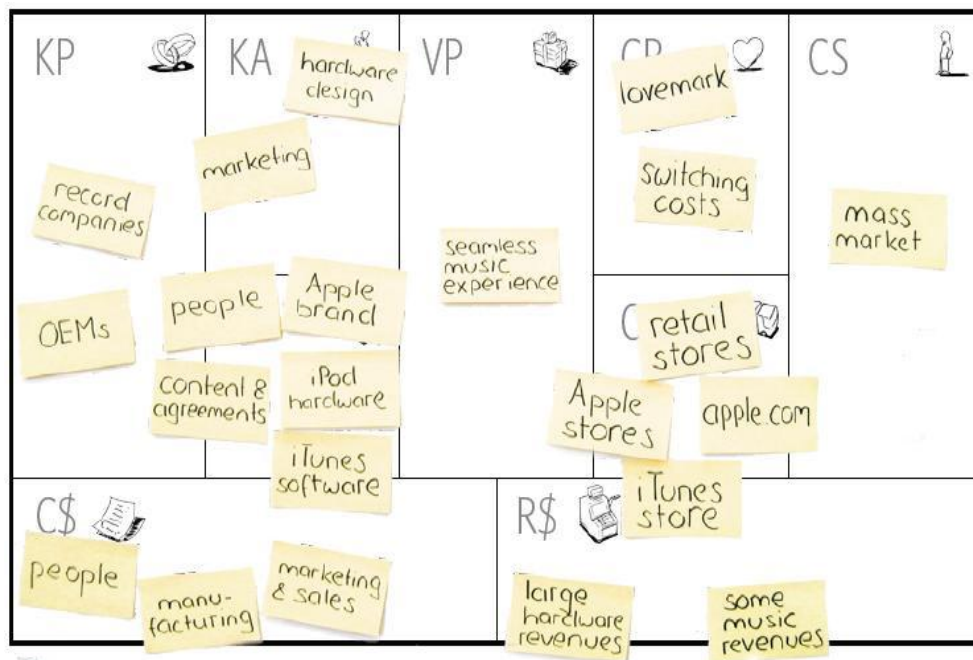


What are the most important costs inherent in our business model? Which
 Key Resources are most expensive? Which Key Activities are most
 expensive?

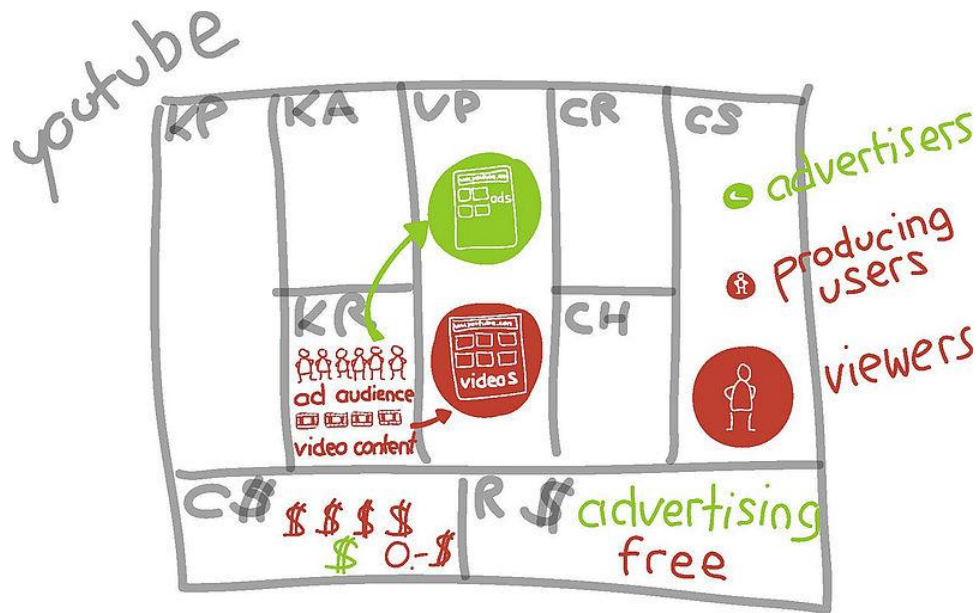
Latihan Pengisian Business Model iPod



Business Model Ipod?



Presentasikan BM iPod (maksimum 5 menit)



Jelaskan BM Youtube!

Business Model Example in Social Enterprise

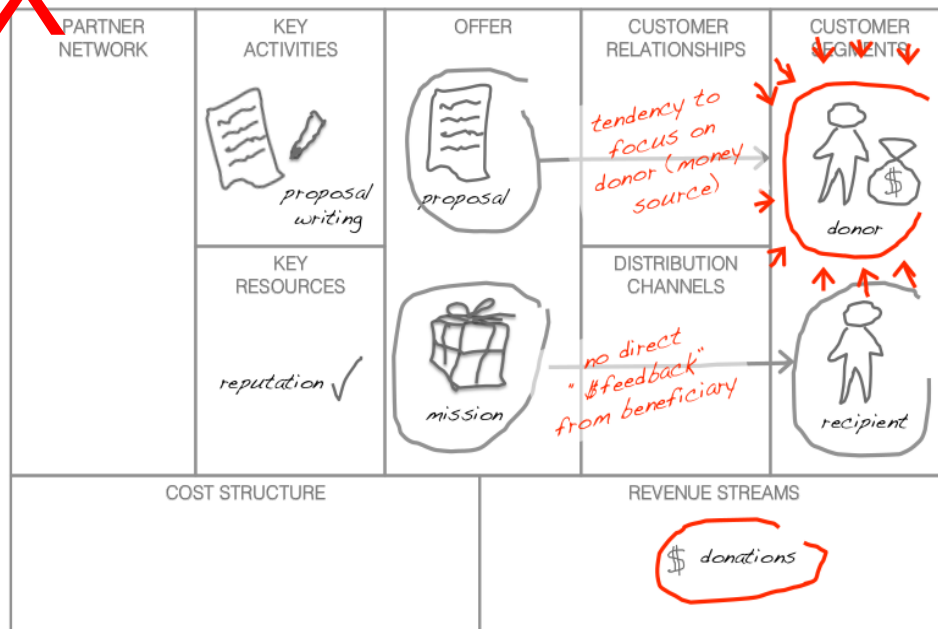


Iqbal Kadir: Bagaimana menghadirkan telekomunikasi pada penduduk desa di Bangladesh?





X 3rd party-funded business models

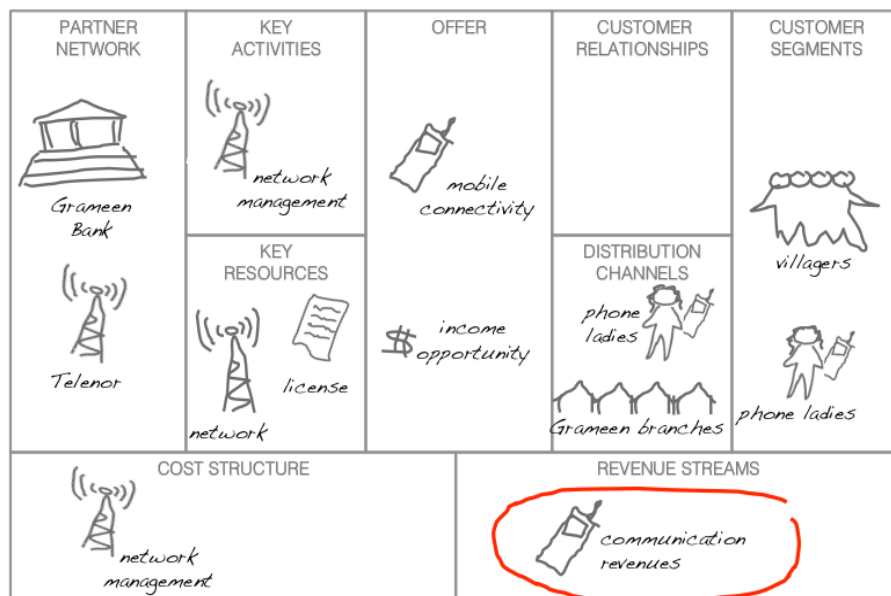


X

“ The dependence of nonprofits
on begging – oops, I mean
fundraising – limits the sector’s
self-respect, independence,
vision, and impact ”

Michael Shuman, author of “Going Local”

customer-funded business model



RESULTS



Rashmi, 24
Bangladeshi
village phone lady
2-3 \$ daily income

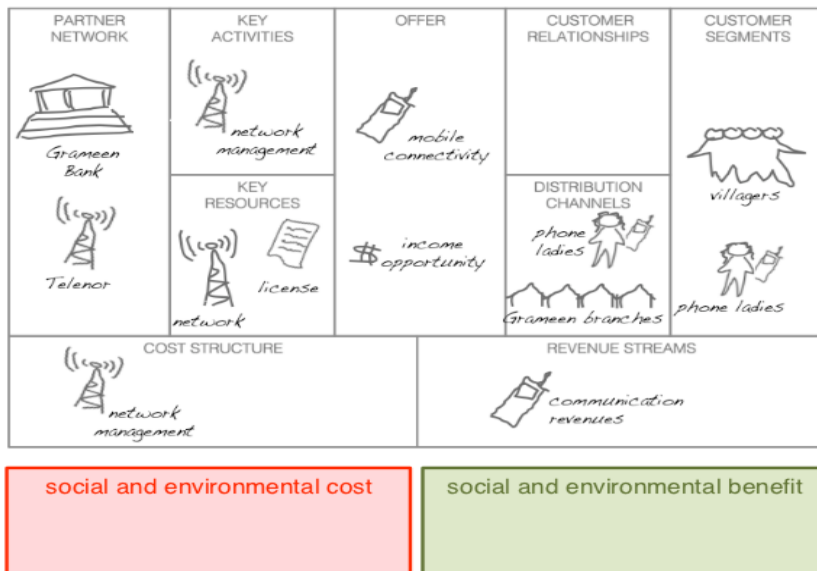


there are about 250'000
women retailing telephone
services in 60'000 villages
giving access to about 100
million people

the 250'000 telephones are
producing revenues at an
annual rate of well over \$100
million for GrameenPhone

each entrepreneur makes
about **\$2 in profits** per day
or about **\$700 per year**

blended value / triple bottom line

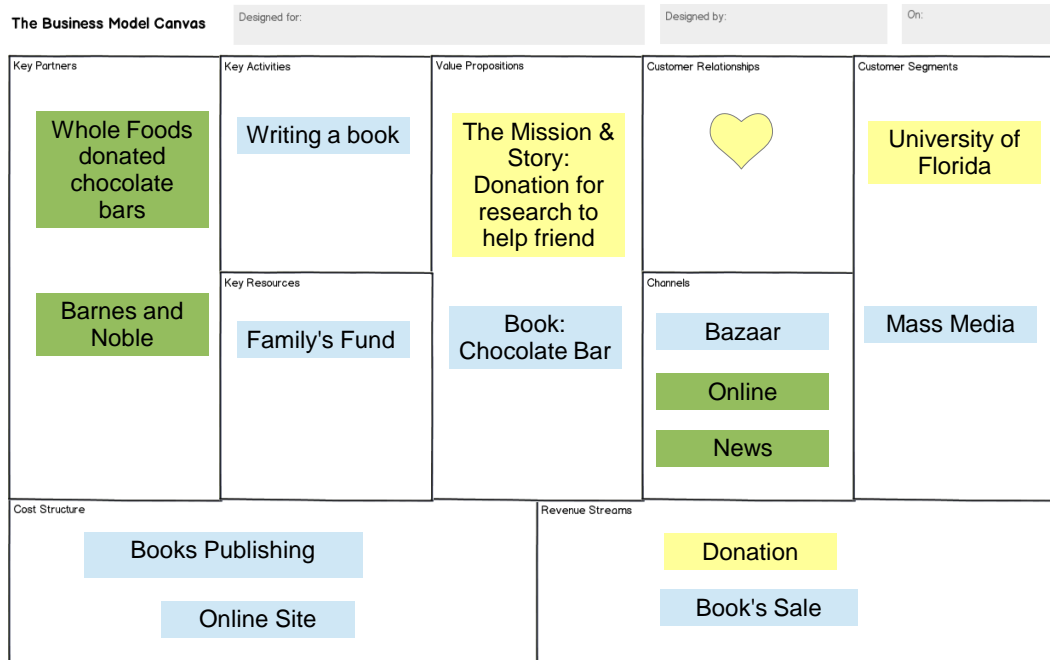




Jonah Pournazarian. Jonah, 7, suffers from a one-in-a-million liver disease called [glycogen storage disease type 1B](#), type 1B, a rare liver disorder that doesn't have a cure. Dylan Siegel, 6, decided to raise money for research to help his friend. Late last fall, he hatched a plan and approached his parents.



Dylan Siegel (6) wrote a book to help raise funds for his friend who suffers from a liver disorder. (Credit: Courtesy David Siegel)



The book sold \$6,000 worth of copies and chocolate bars. After just two months on the market, sales of the handwritten and illustrated book and chocolate bars have raised \$30,000 and counting, David Siegel said. Now Dylan's goal is \$1 million, his father said.

chocolate bar

a sweet book that's changing the world

DYLAN

JONAH

[Home](#)
[Mission](#)
[Story](#)
[People](#)
[Press](#)
[Donate](#)
[Contact](#)

"Helping my friend is the biggest chocolate bar." – Dylan Siegel

Chocolate Bar For A Cure Video

DONATE NOW

make a difference

f

Chocolate Bar

by Dylan Siegel

www.chocolatebarbook.com

facebook

Search for people, places and things

Johan Has

Chocolate Bar

by Dylan Siegel

Chocolate Bar, The Book

3,306 likes · 942 talking about this

✓ Liked

Message

⌵

Get Notifications

✓ Show in News Feed

Add to Interest Lists...

Unlike

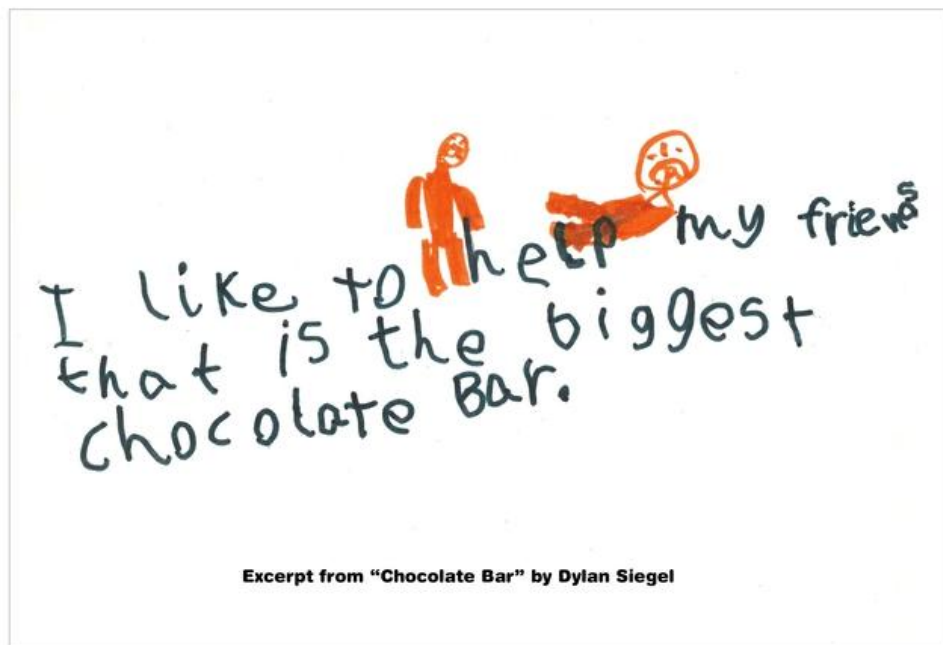
Cause

"Chocolate Bar" means "awesome" to 6-year-old Dylan, who wrote this book to raise \$1 million towards a cure for his best friend's rare liver disease.

Photos

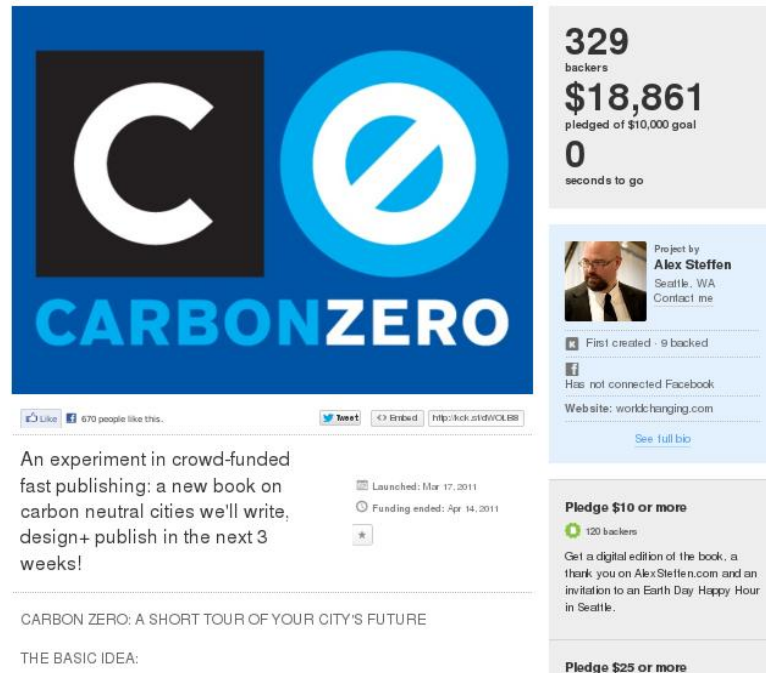
Please Donate!

YouTube



"I want to write a book."

<http://www.kickstarter.com/projects/1910818917/carbon-zero-a-short-tour-of-your-citys-future>



The image shows a screenshot of a Kickstarter campaign page for "CARBON ZERO". The main visual is a blue square with a white "C" and a white "0" inside a blue circle, with the text "CARBON ZERO" below it. To the right, a grey box displays "329 backers", "\$18,861 pledged of \$10,000 goal", and "0 seconds to go". Below the main image, there's a section with a description: "An experiment in crowd-funded fast publishing: a new book on carbon neutral cities we'll write, design+ publish in the next 3 weeks!". It also shows the launch date (Mar 17, 2011) and funding end date (Apr 14, 2011). To the right of the description, there's a sidebar with a photo of Alex Steffen, his name, location (Seattle, WA), and a "Contact me" link. Below this, it says "First created - 9 backed", "Has not connected Facebook", and "Website: worldchanging.com". At the bottom right, there are two pledge tiers: "Pledge \$10 or more" with 120 backers, and "Pledge \$25 or more".

329 backers
\$18,861 pledged of \$10,000 goal
0 seconds to go

Project by
Alex Steffen
Seattle, WA
[Contact me](#)

First created - 9 backed
Has not connected Facebook
Website: worldchanging.com
[See full bio](#)

Like 670 people like this. Tweet Embed <http://kick.st/1WCLBB8>

An experiment in crowd-funded fast publishing: a new book on carbon neutral cities we'll write, design+ publish in the next 3 weeks!

Launched: Mar 17, 2011
Funding ended: Apr 14, 2011

CARBON ZERO: A SHORT TOUR OF YOUR CITY'S FUTURE

THE BASIC IDEA:

Pledge \$10 or more
120 backers
Get a digital edition of the book, a thank you on AlexSteffen.com and an invitation to an Earth Day Happy Hour in Seattle.

Pledge \$25 or more
98 backers
Get a special annotated digital edition of the book, a thank you both in the book and on AlexSteffen.com and an invitation to the Earth Day Happy Hour in Seattle.

Pledge \$60 or more
29 backers Limited (121 of 150 left)
An annotated copy of the ebook, a happy hour invitation, a special thank you on the acknowledgments page of the book PLUS a special limited edition print -- an original design by Open, suitable for framing.

Pledge \$100 or more
52 backers Limited (98 of 150 left)
All of the above (annotated ebook, special limited edition print, happy hour invitation) PLUS a signed copy of the new Worldchanging 2.0 book, and a special thank you on the title page of the book.

Pledge \$500 or more
4 backers Limited (1 of 5 left)
You get all of the benefits of the \$100 level, plus a one-on-one lunch (or brownbag lunch with a group) with Alex (in person, if geography allows, or on Skype).

Pledge \$1,500 or more
0 backers Limited (1 of 1 left)
You'll receive all the benefits of the \$500 level, except instead of a lunch, you and Alex can enjoy a leisurely dinner (or a dinner with a group of friends - your choice). In person, in Seattle or a nearby city (other locations negotiable, with expenses, depending on scheduling).

Pledge \$2,000 or more
2 backers All gone!
Project sponsor: your logo prominently displayed as sponsor on the ebook and web promotions; plus all the benefits of the \$500 level.

Pledge \$5,000 or more
0 backers Limited (1 of 1 left)
Alex Steffen delivers a custom-crafted talk for your work, school or community audience (mutually agreeable date; in Seattle or you pay travel expenses; a \$15,000 value).

Pledge \$10 or more

120 backers

Get a digital edition of the book, a thank you on AlexSteffen.com and an invitation to an Earth Day Happy Hour in Seattle.

Pledge \$25 or more

98 backers

Get a special annotated digital edition of the book, a thank you both in the book and on AlexSteffen.com and an invitation to the Earth Day Happy Hour in Seattle.

Pledge \$60 or more

29 backers Limited (121 of 150 left)

An annotated copy of the ebook, a happy hour invitation, a special thank you on the acknowledgments page of the book PLUS a special limited edition print -- an original design by Open, suitable for framing.

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All of the above (annotated ebook, special limited edition print, happy hour invitation) PLUS a signed copy of the new Worldchanging 2.0 book, and a special thank you on the title page of the book.

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2 backers All gone!

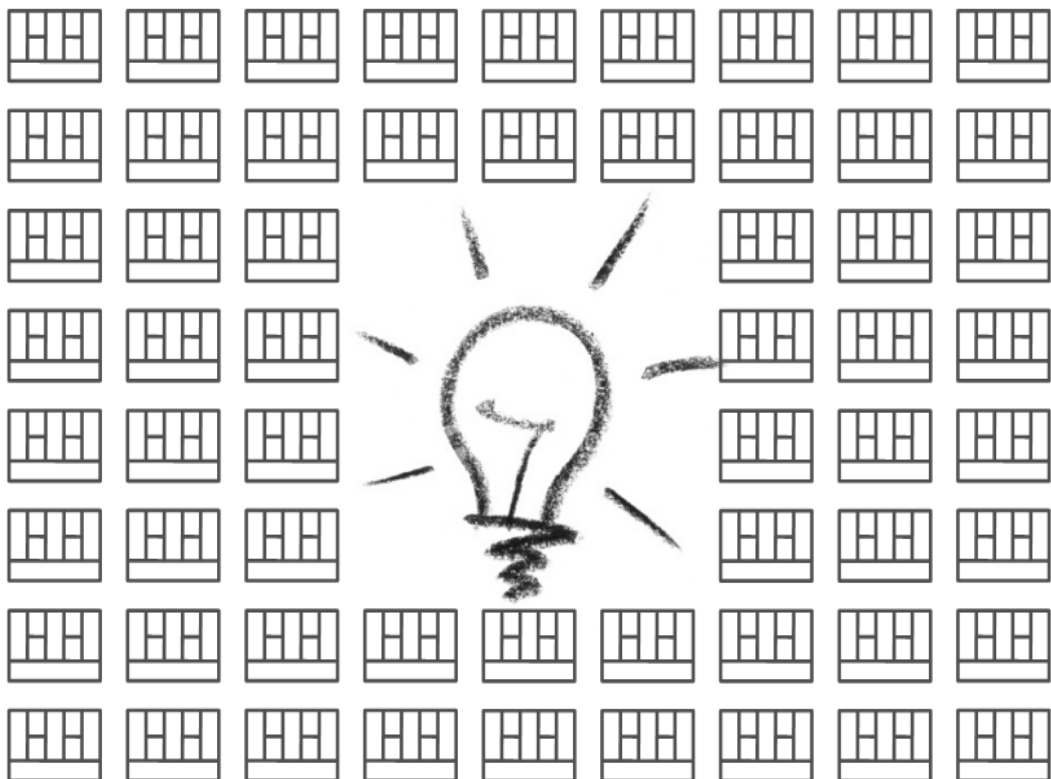
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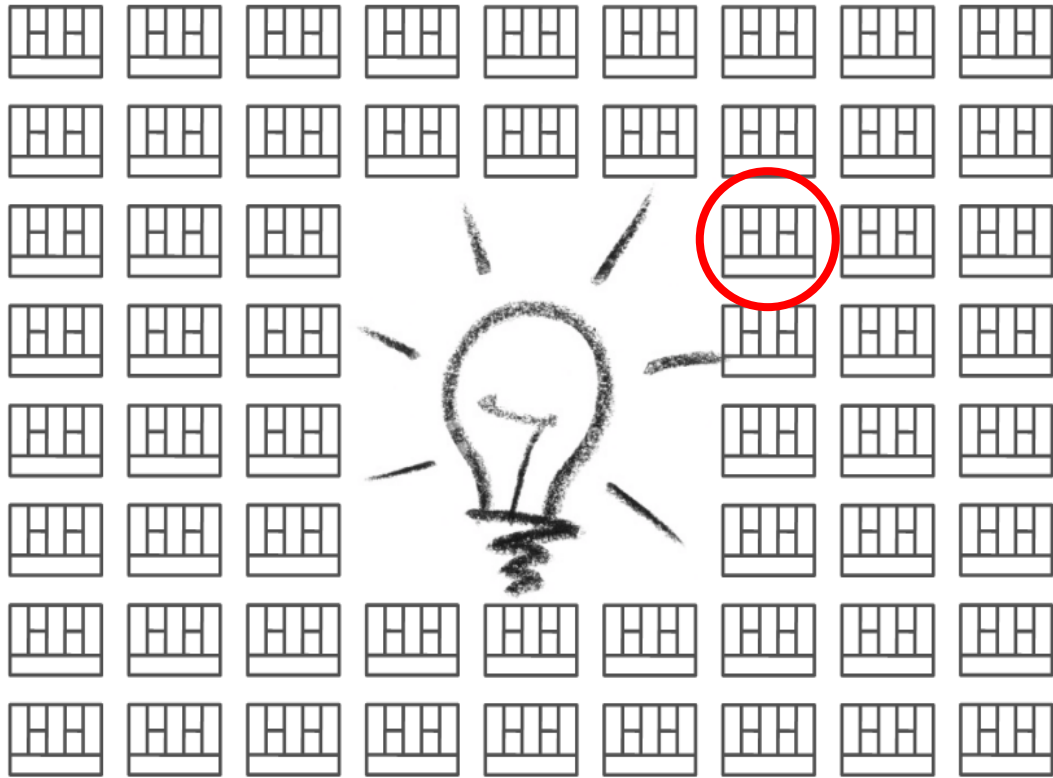
Pledge \$5,000 or more

0 backers Limited (1 of 1 left)

Alex Steffen delivers a custom-crafted talk for your work, school or community audience (mutually agreeable date; in Seattle or you pay travel expenses; a \$15,000 value).

What's next?

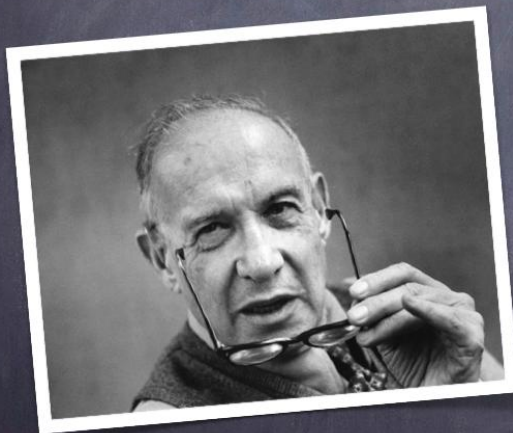




Plans are only good intentions

unless

they *immediately*
degenerate into
hard work.



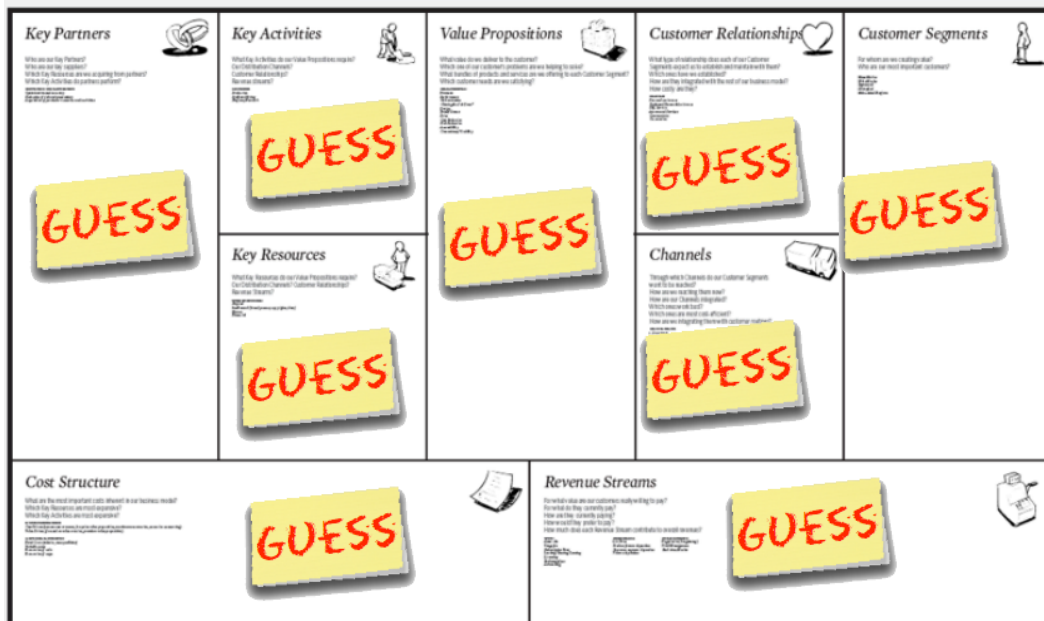
- Peter F. Drucker

... no business plan survives
first contact with customers.

There are no facts inside your
building, so get the heck
outside

- Steve Blank

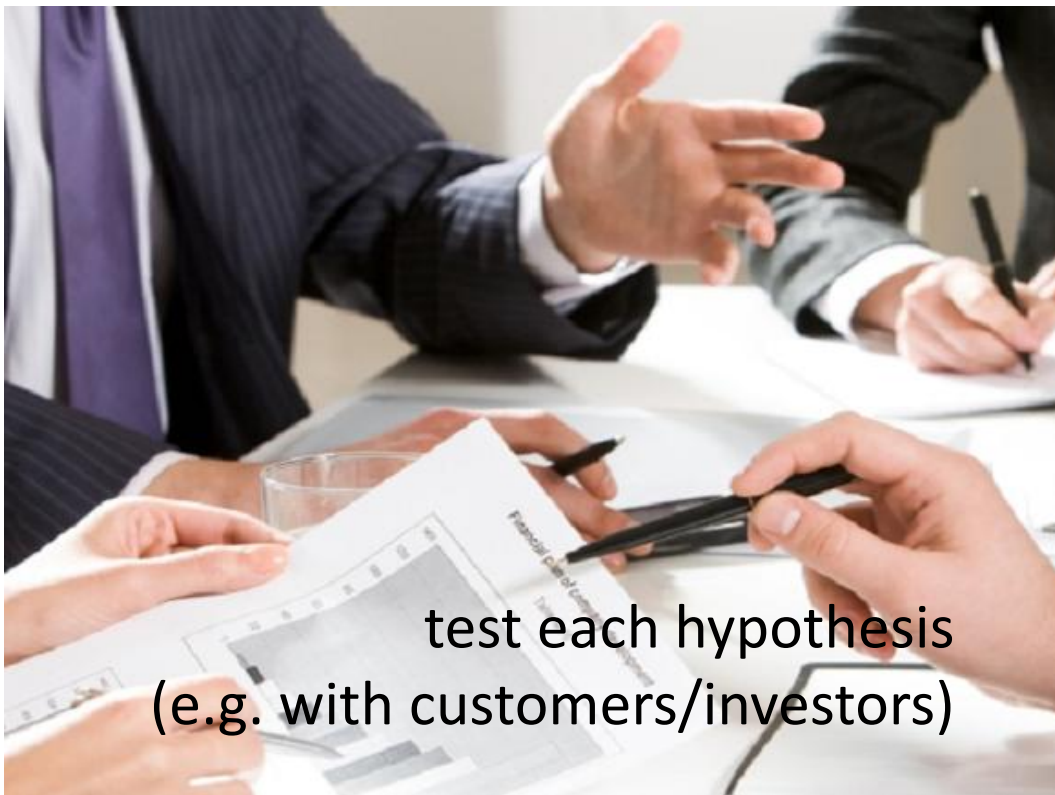
... just a set of hypotheses





"Fail Often, Fail Fast, Fail Cheap"

**Just Try It – Now
You never know which idea will be the winner
until you try things.**

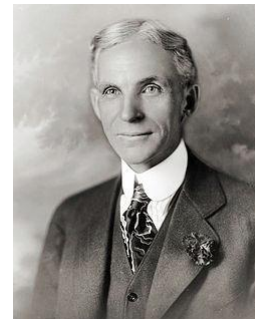


**test each hypothesis
(e.g. with customers/investors)**



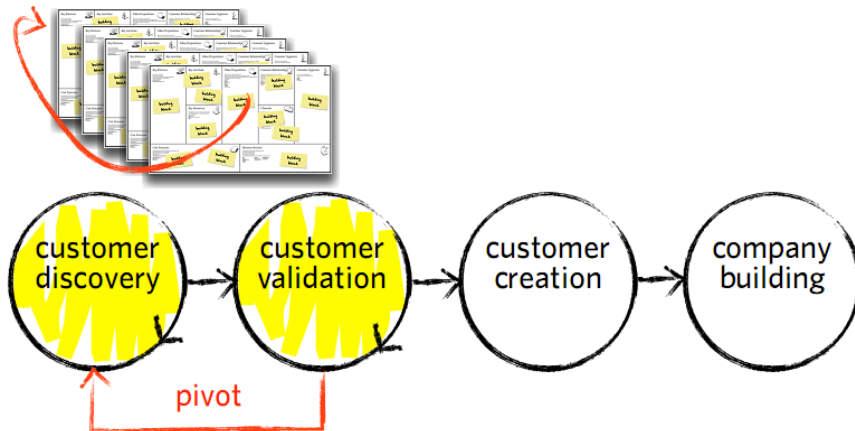
You Centric	Customer Centric
What can we sell to customer?	What job(s) do(es) our customer need to get done and how can we help? What are our customer's aspirations and how can we help him live up to them?
How can we reach customer most efficiently?	How do our customers prefer to be addressed? How do we, as an enterprise, best fit into their routines?
What relationship do we need to establish with customers?	What relationship do our customers expect us to establish with them?
How can we make money from our customers?	For what value(s) are customers truly willing to pay?

“If I had asked my customers what they wanted, they would have told me 'a faster horse'.”

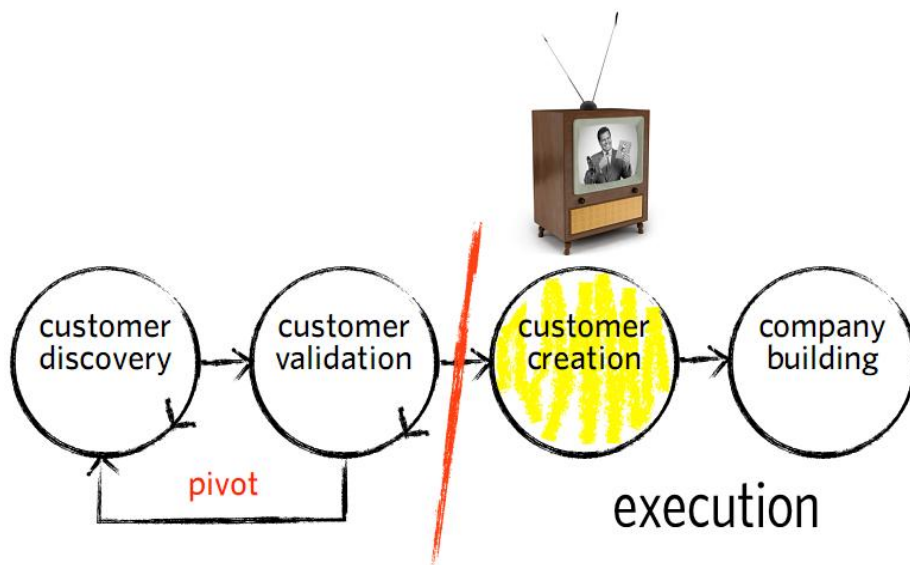


Henry Ford (1863-1947)
Founder Ford Motor Company

you need to adapt the business model until
you can prove it works



scale your marketing



and build your organization

structures

