



Manual e Structure

Business Model Canvas

1. First Canvas block: Customer Segments

The customer segments block defines the different groups of people or organizations that a company intends to reach and serve.

2. Second Canvas block: Value Proposition

This block of the canvas business model describes the set of reasons why your customer will choose your product or service. Understand value here as a benefit, so it is essential that you can articulate what the benefits are that your product or service brings to the customer.

3. Third Canvas block: Channels

The channels describe how your business communicates, distributes, and sells the product or service to your customers. These channels can be direct or indirect:

- Direct channels are those that are specific, meaning they are the business's own channels, such as your sales team, your store, your website.
- Indirect channels are those that do not belong to the company, meaning they are third-party channels. For example, distribution through wholesalers, resellers, or third-party websites.

4. Canvas block: Customer Relationships

What kind of relationship does your customer segment expect you to establish with them? How will you increase your sales? How will you ensure that your customers will not switch to your competitors?





5. Fifth Canvas block: Revenue Streams

The Revenue Streams block is the final block of the emotional aspects of our Canvas. This block represents the money that your company will generate through the sale of your product and service, as well as the ways in which you will capture this value.

6. The sixth Canvas block is: Key Resources

Every business needs a structure to function. Simple or complex, this structure will make your business viable.

7. The seventh Canvas block is: Key Activities

This block describes the most important actions that your business must take to make the business model work.

8. Eighth Canvas block: Key Partnerships

This block refers to the network of suppliers and partners, meaning companies, individuals, and entities that are your allies in optimizing and reducing business risk.

9. Ninth Canvas block: Cost Structure

This block of the Business Model Canvas concerns all the costs involved in the operation of your Business Model.





Template:

Business Model Canvas

Ex: Nespresso

1. Customer Segments

- Home Coffee Consumers;
- work Coffee Consumers;

2. Value Proposition

- Practical high-quality coffee without the need of cleaning up;

3. Channels

- Nespresso Boutiques and partner stores;

4. Customer Relationships

- Nespresso Club;
- Nespresso.com;

5. Revenue Streams

- Small sales of Coffee Machines;
- very high sales of Coffee Capsules;

6. Key Resources

- Contract with George Clooney;
- Nespresso Brand.





7. Key Activities

- Patentes;
- Logística;

8. Parcerias Principais Key Partnerships

- Fabricante de máquinas e capsulas;
- Produtores de café ao redor do mundo;

9. Cost Structure

- Publicidade;
- Fabricação;
- Logística;

