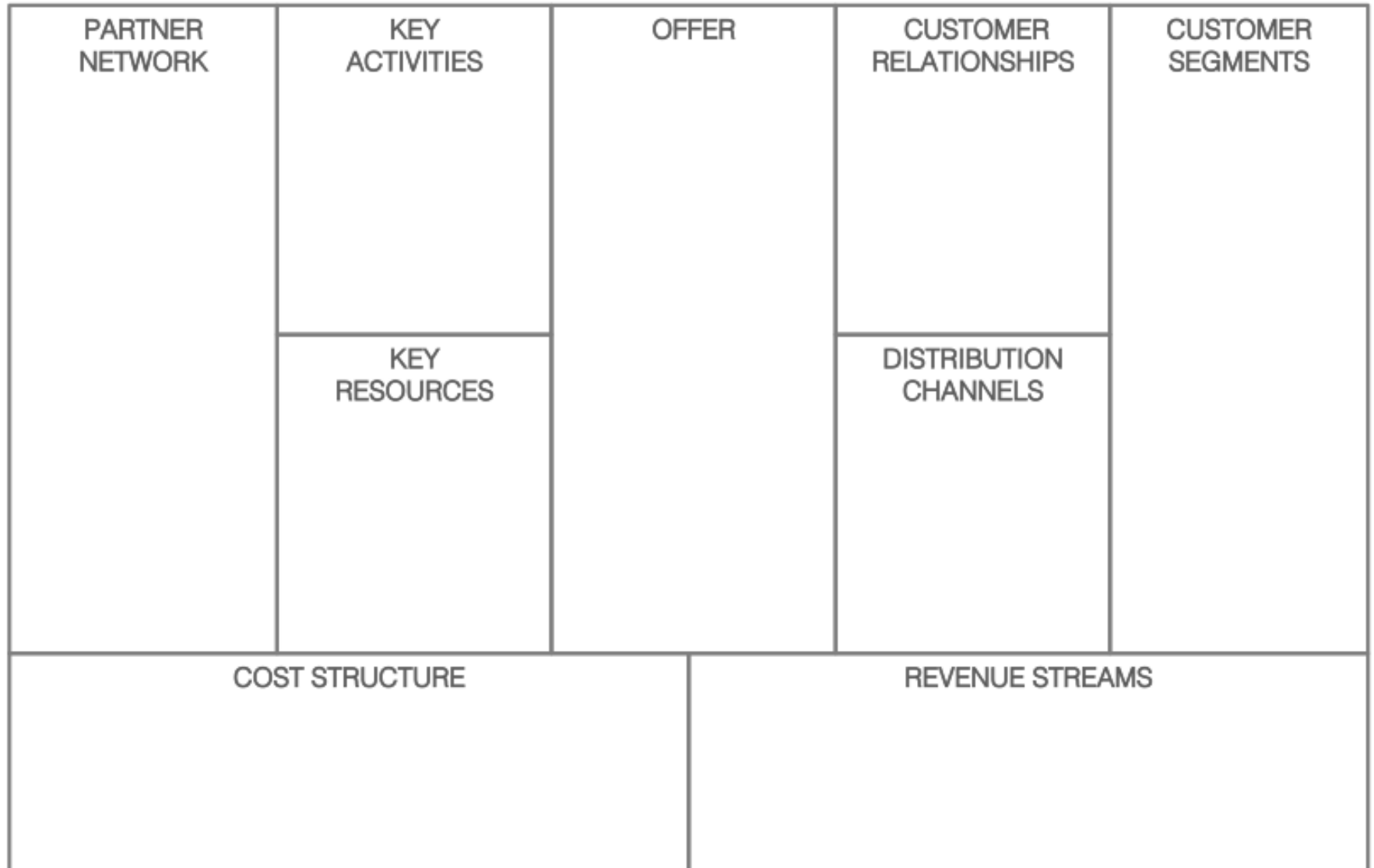


# The business model canvas

# THE BUSINESS MODEL CANVAS



# Vision exercise

What makes you the “only”?

WHAT, the only...

HOW, that makes...

WHO, for...

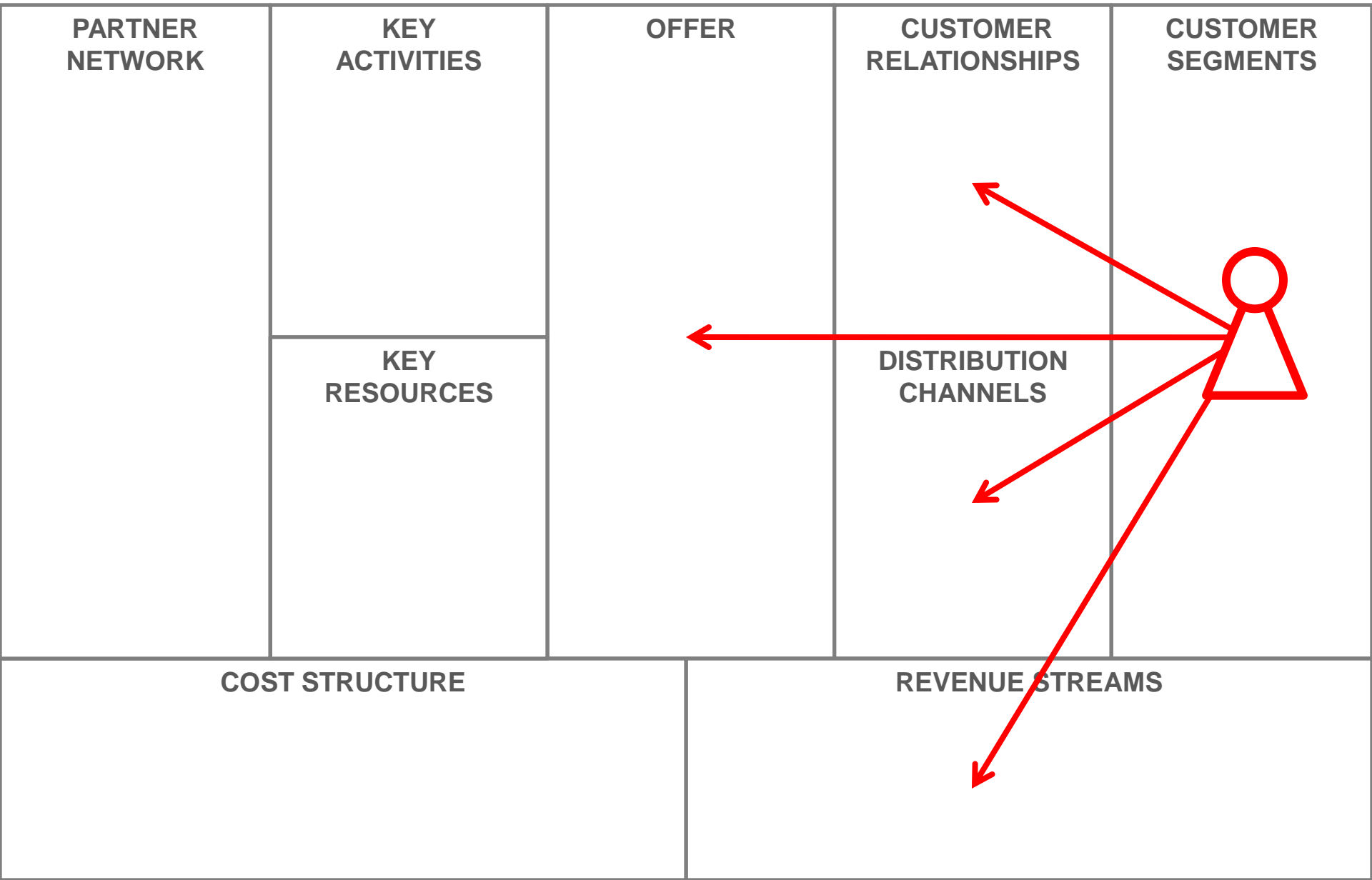
WHERE, in...

WHY, who want to...

WHEN, in an era of...

Client profile or empathy map

# analyze from the customer perspective



# (customer) empathy map

what's on his/her mind?

his/her preoccupations  
his/her worries  
what he/she thinks

what does he/she  
hear?

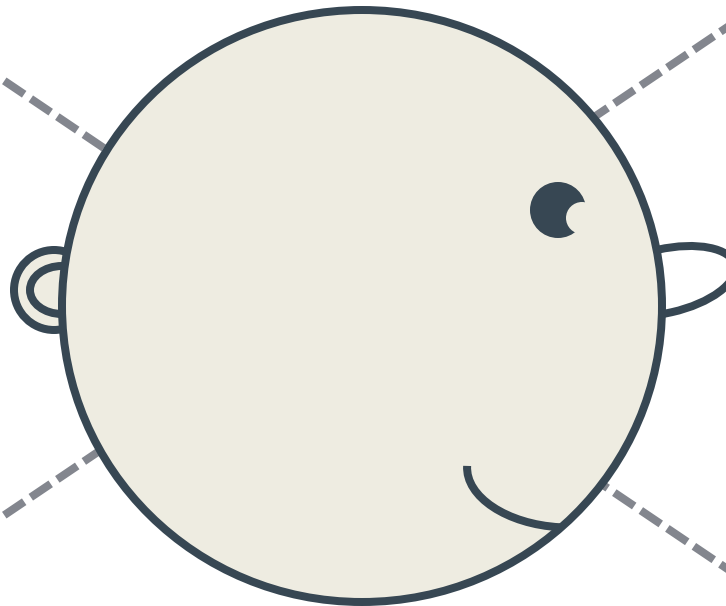
what his/her boss says  
what his/her friends say  
what media influences him/her

what does he/she  
see?

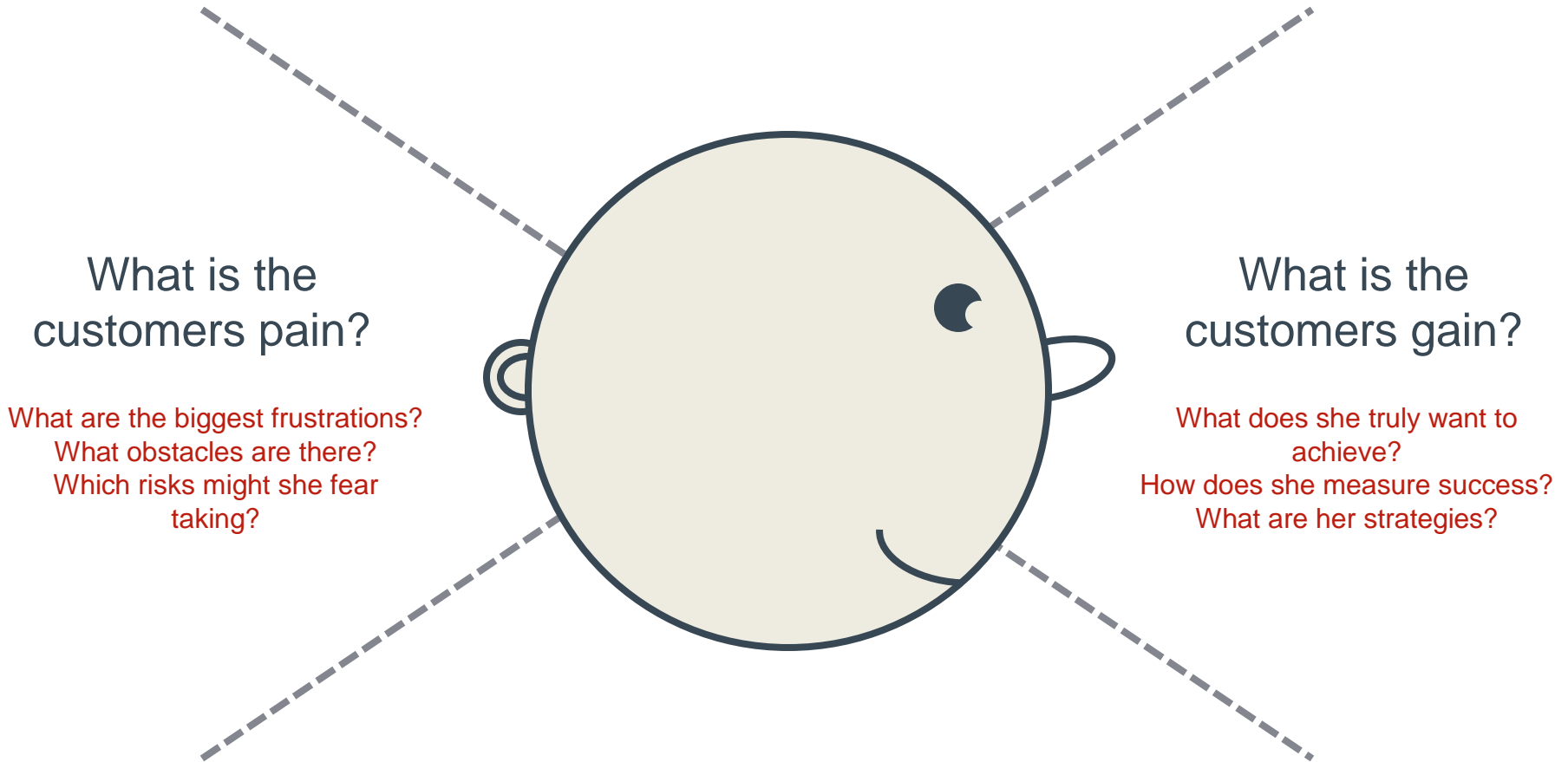
his/her environment  
his/her friends  
what the market offers him/her

what does he/she say?

his/her attitude  
how he/she appears in public  
what he/she tells others



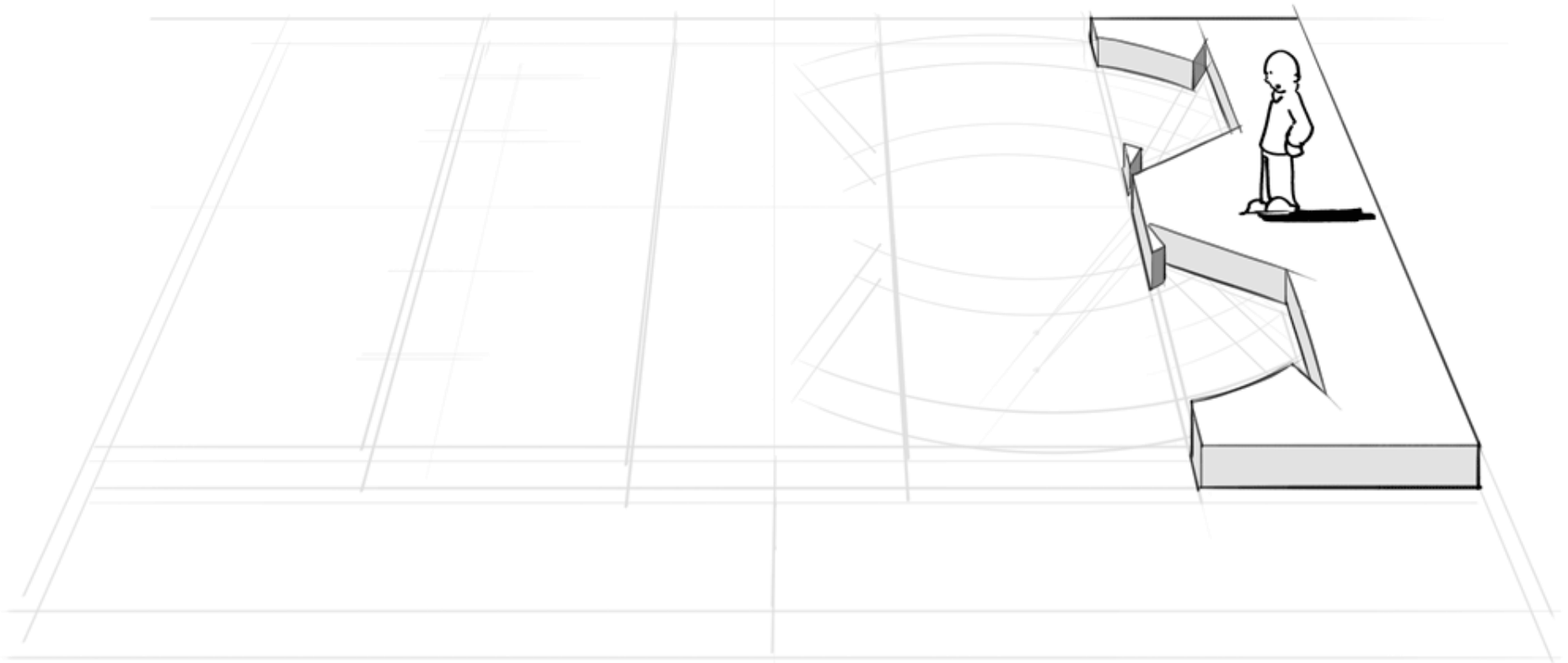
# (customer) empathy map



# Supporting questions

Who are our  
(potential)  
customers?

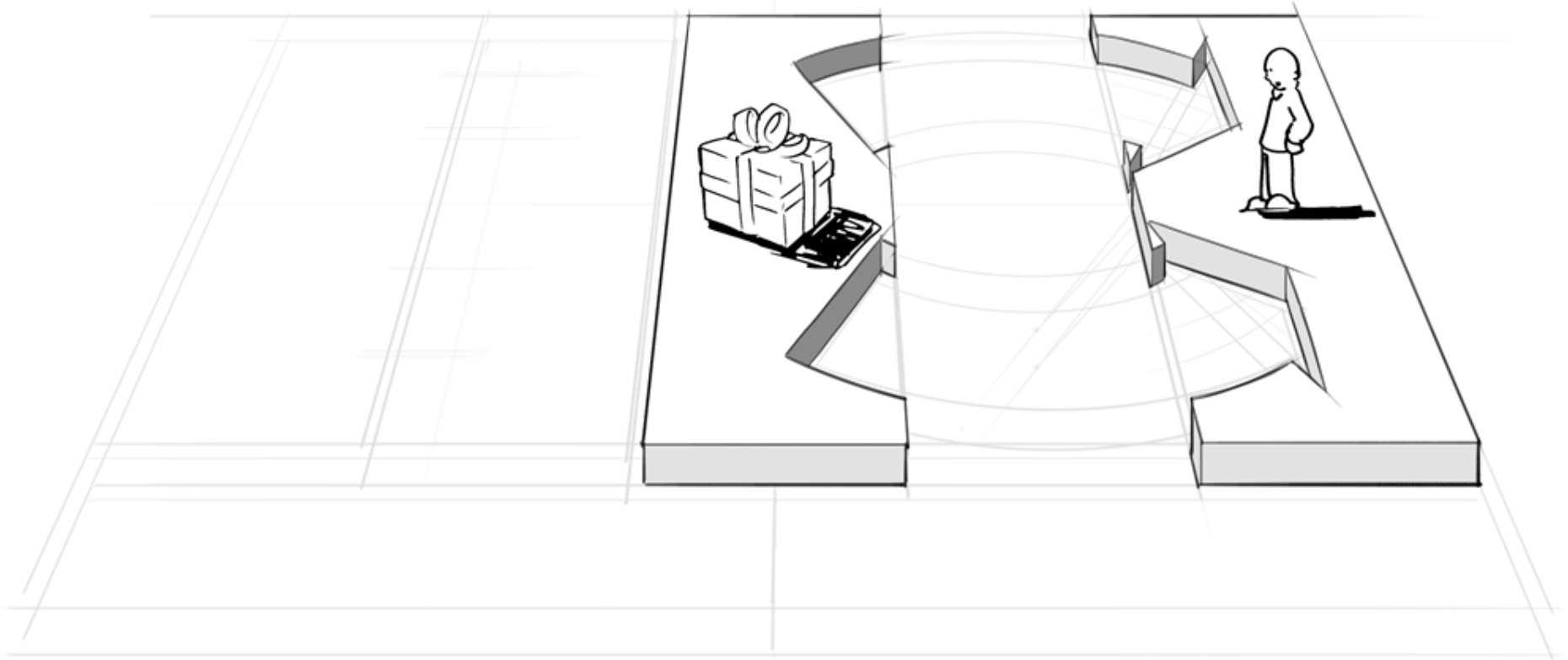
# CUSTOMER SEGMENTS



What can we offer?

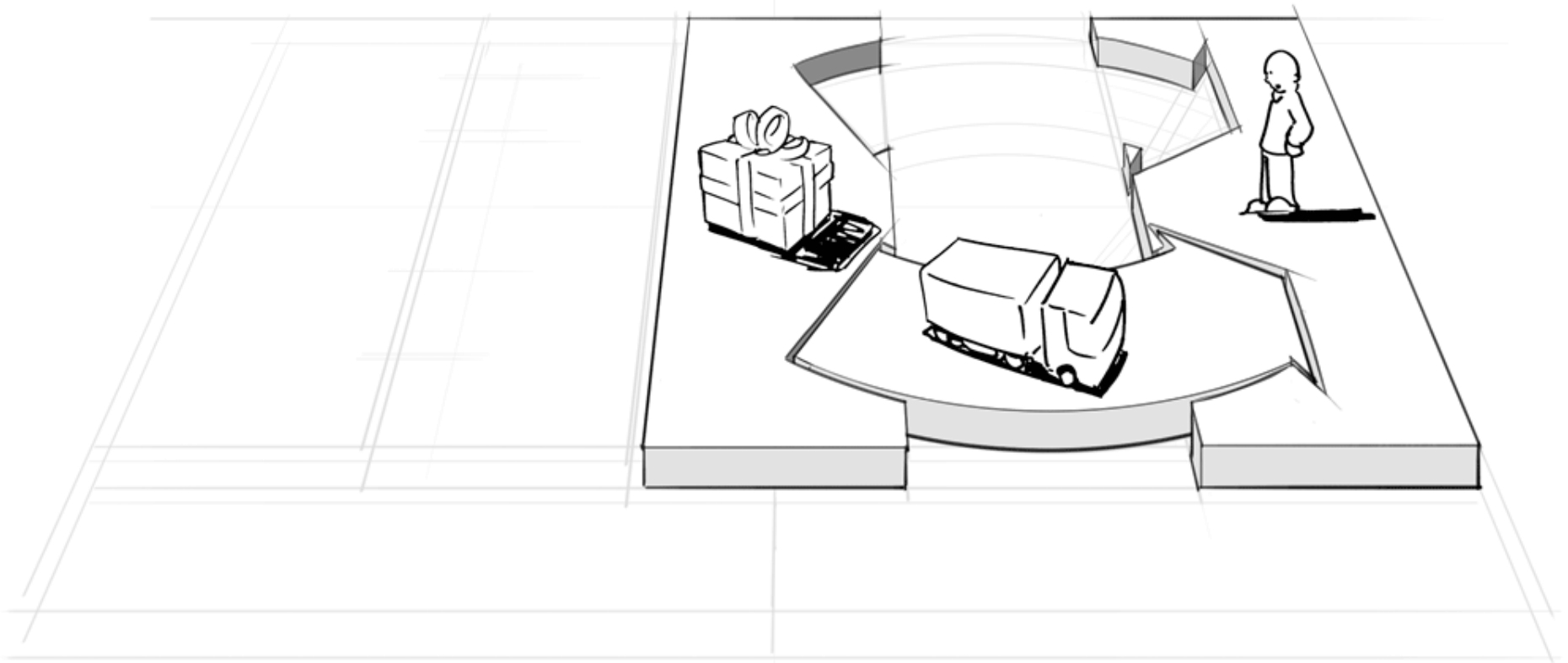
What jobs do we get  
done?

# VALUE PROPOSITIONS



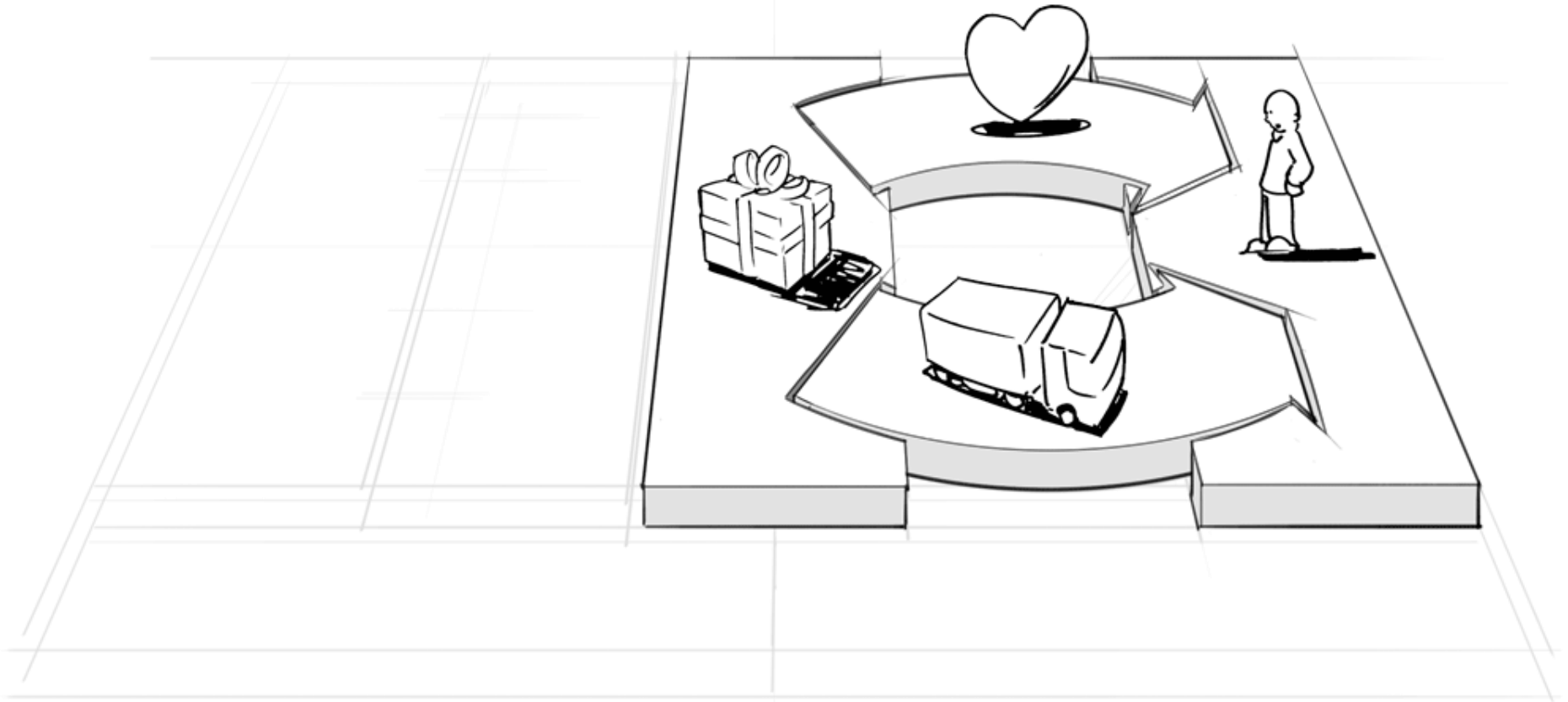
Can we find (new)  
channels to deliver  
and communicate?

# CHANNELS



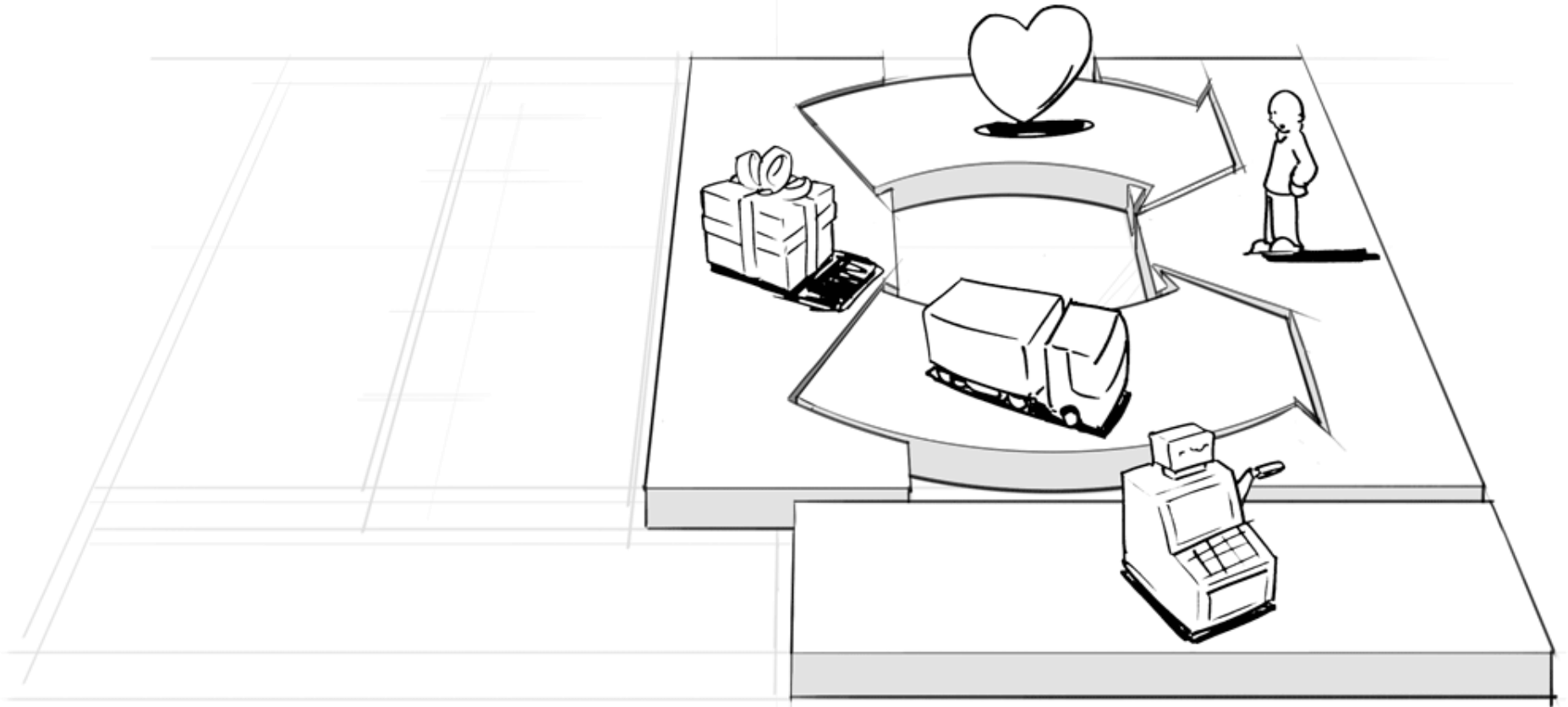
Can we entertain an  
off- and online  
relationship?

# CUSTOMER RELATIONSHIOPS



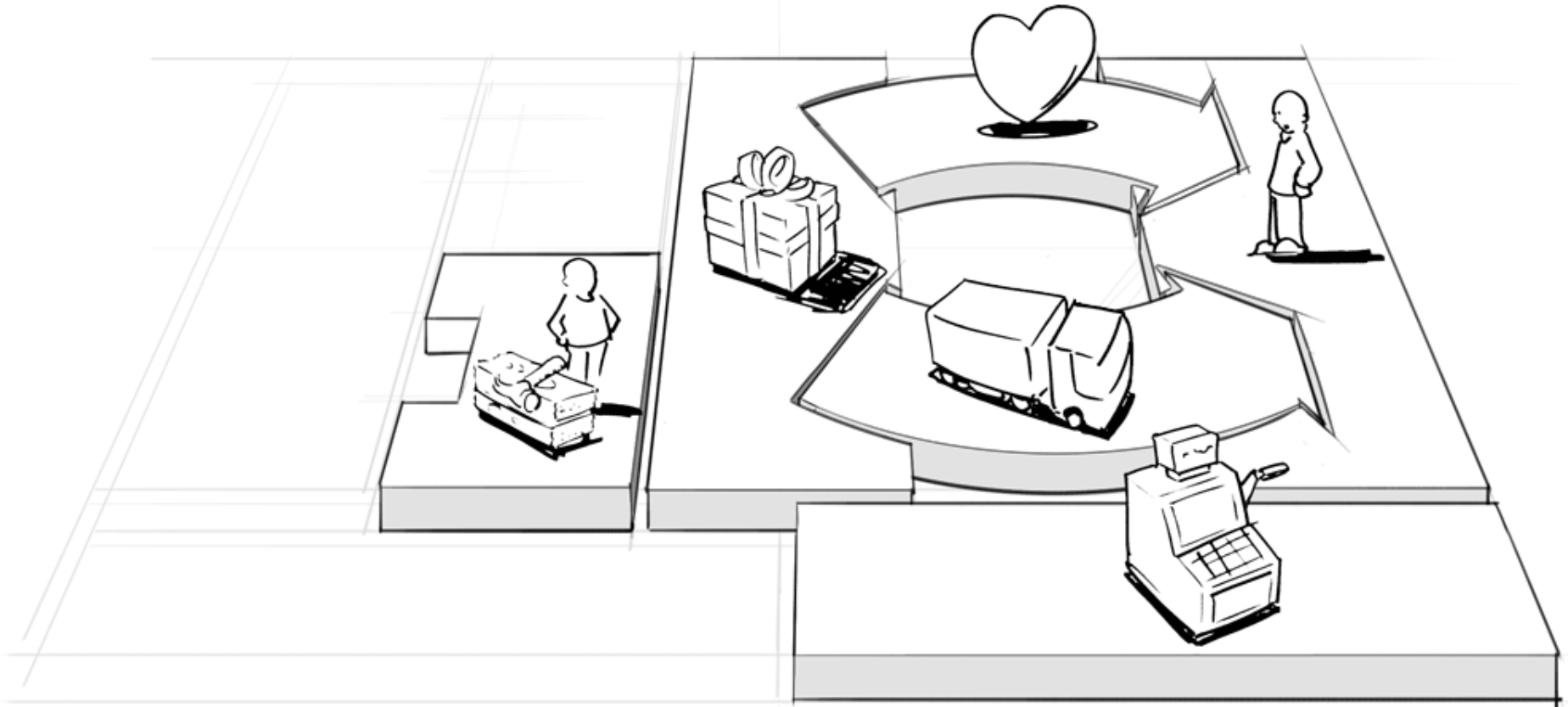
Can we find (new)  
revenue streams?

# REVENUE STREAMS



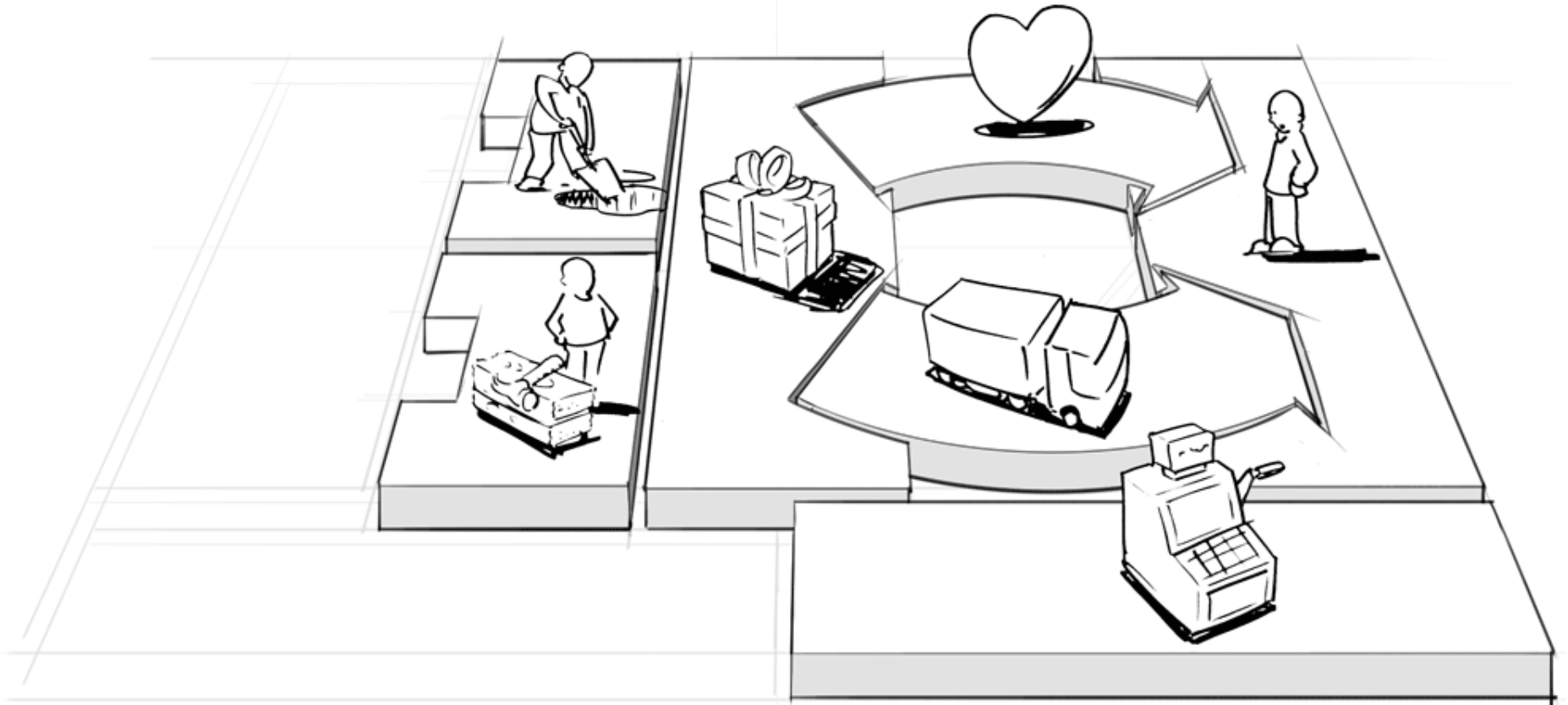
What resources do  
we need?

# KEY RESOURCES



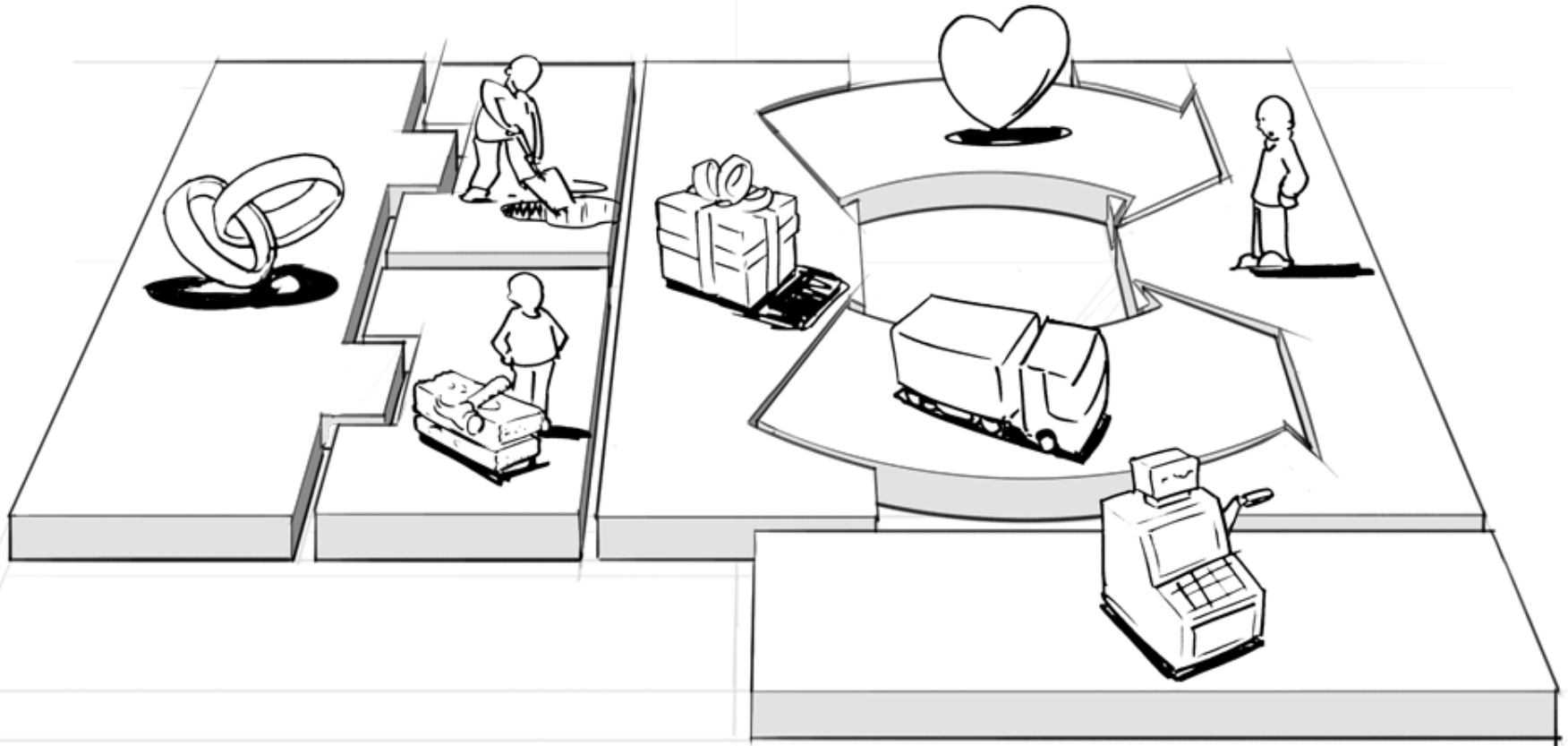
What activities do we  
need to do to run  
this model?

# KEY ACTIVITIES



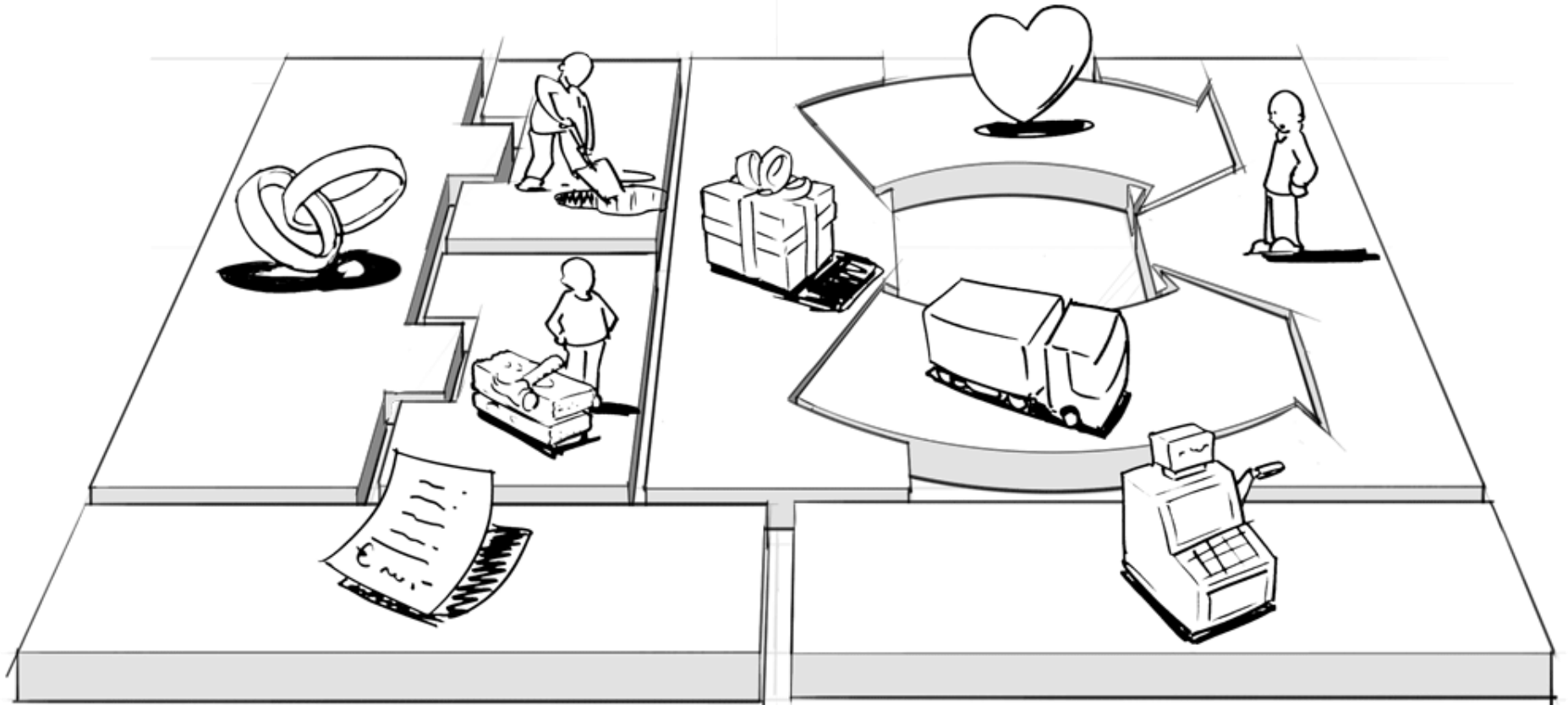
Who are the  
essentials partners  
for us?

# KEY PARTNERS



What does this all  
mean for our  
costbase?

# COST STRUCTURE



Ireland  
(example)

# Business Model Ireland

IDA actively seeking capital from London...

