

The background features abstract, overlapping purple geometric shapes, primarily triangles and polygons, in various shades of purple, creating a modern and dynamic aesthetic. The shapes are layered, with some appearing more prominent than others, and they frame the central text.

Innovative Entrepreneurship Theory and Practice

Innovative Entrepreneurship Theory and Practice

DIN111 (888111) 3(3-0-6)

Lesson 11: Business Model Canvas

Innovative Entrepreneurship theory and practice (888111)

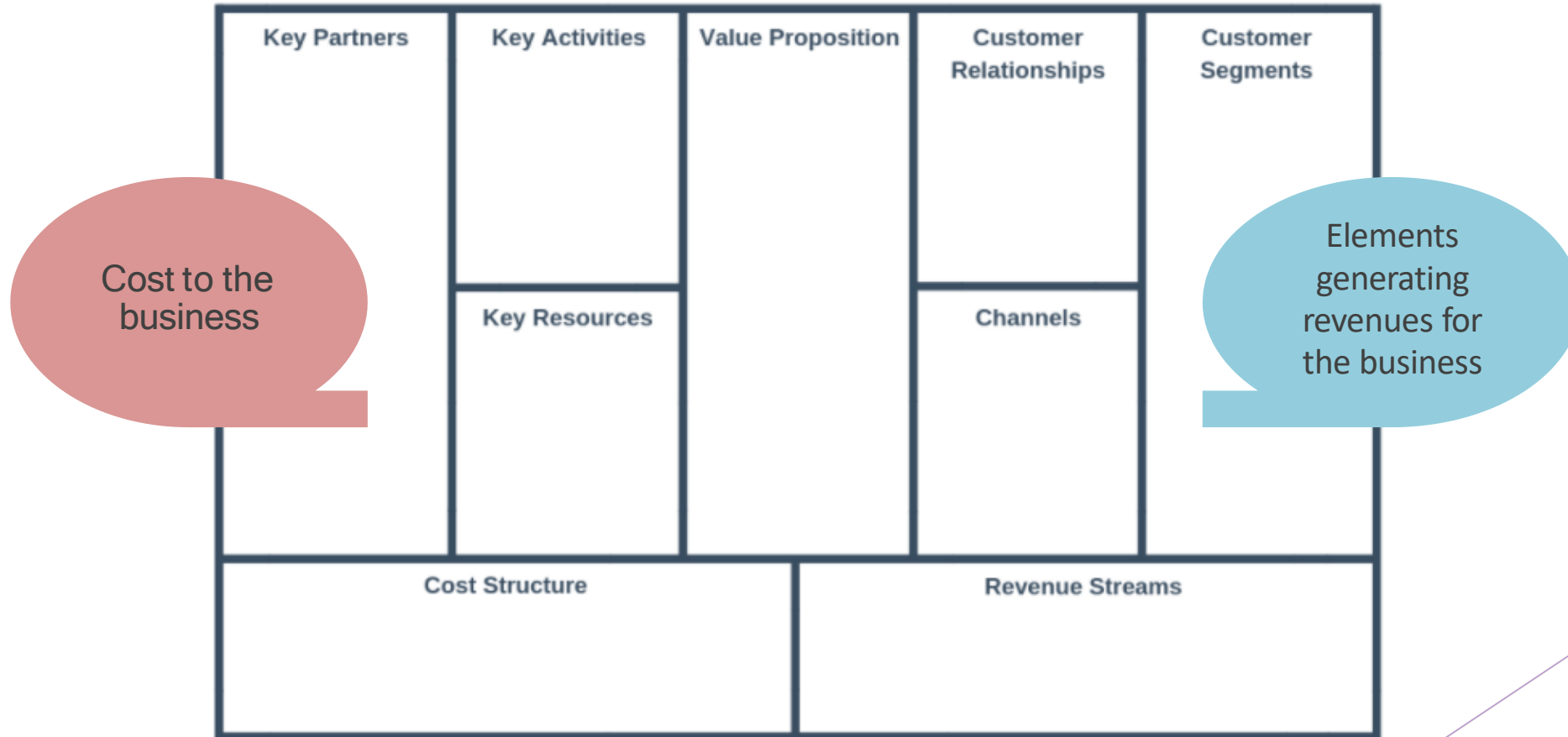
Session Objectives:

- Understand a business model canvas

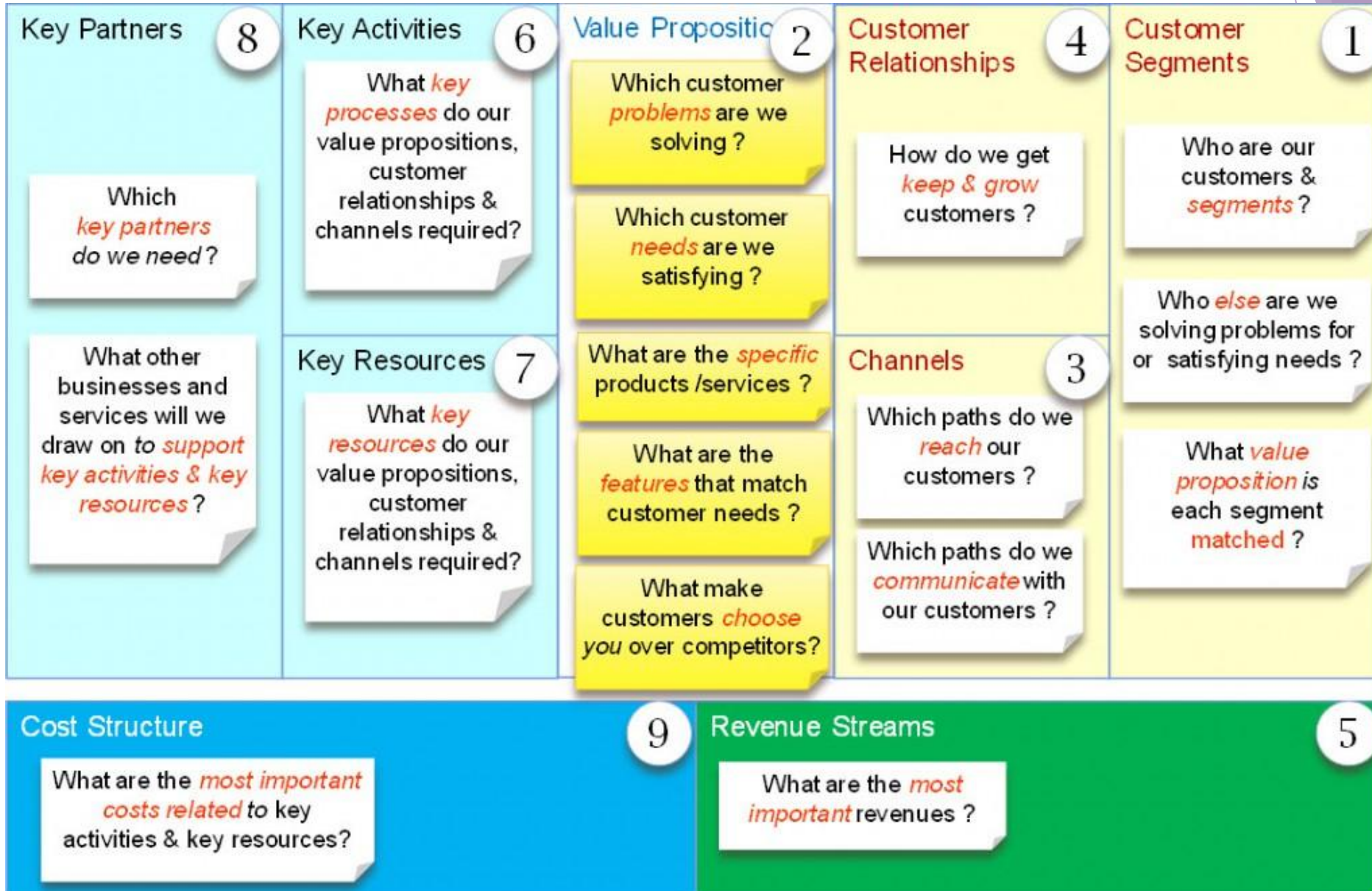
What is a business model?

- A plan
- shows the business
- a way to create a clear business model on one page
- can describe any company

Business model canvas



Business Model Canvas



vocab

Business Model Canvas

business model

- “how a company creates value for itself, while delivering products or services for customers”

‘org’ chart

- is an organization chart, departments / people, top to bottom

value proposition

- what do you want to sell, (and for who - solving a problem, need or pain point of a customer)

persona

- what you think of as your typical customer

Business Model Canvas

assets

- things owned and of value

license / subscription model

- selling a product or service to receive a monthly or yearly subscription fee

capital

- a financial asset

intellectual property

- a work that the creator & owner has rights such as copyright or a patent

Business Model Canvas

fixed costs

- business costs that do not change, such as rent

variable costs

- business costs that can change, such as an electric bill

economics of scale

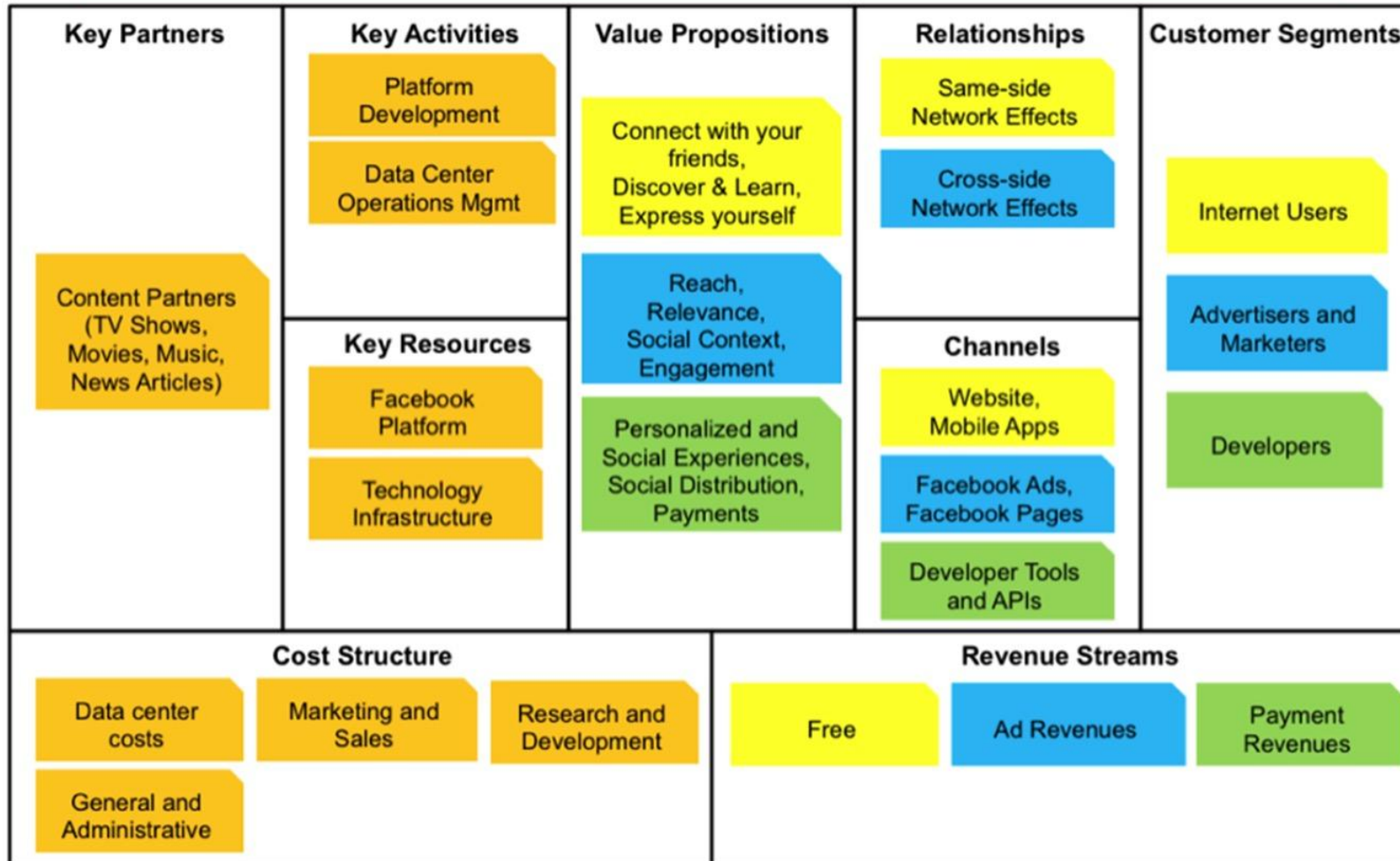
- items are cheaper to produce when you produce them in large quantities

video

examples

Facebook

Facebook – World's leading Social Networking Site (SNS)



Netflix

GARYFOX.CO

NETFLIX NETFLIX BUSINESS MODEL

KEY PARTNERS 🤝 <ul style="list-style-type: none">• Investors• Media Producers• Film Maker Guilds• Cinemas, Theaters• TV Networks• Amazon AWS• Consumer Electronic Companies• Regulators	KEY ACTIVITIES 🏗️ <ul style="list-style-type: none">• Technology R&D• Content licensing• Content production• Content distribution• Data analytics• Sales and marketing	VALUE PROPOSITIONS 💎 <ul style="list-style-type: none">• 24/7 On Demand Entertainment• View high-definition shows and movies• Stream content• Unlimited access• Netflix Original• 30 Day free trial• No commercials	CUSTOMER RELATIONSHIPS ❤️ <ul style="list-style-type: none">• Self service• On-demand• Ease of use	CUSTOMER SEGMENTS 🎯 <ul style="list-style-type: none">• Micro-segmentation• 2000 preference clusters• Usage• usage segmentation• Geographical• content/languages
COST STRUCTURE 💰 <ul style="list-style-type: none">• Production• Research and Development• Licensing• Infrastructure - AWS	KEY RESOURCES 🏠 <ul style="list-style-type: none">• Brand• Apps/website• Platform• Employees• Film Makers/Producers• Prizes/Awards	REVENUE STREAMS 💵 <ul style="list-style-type: none">• Subscription Model• Product Placement• DVD Rental• Future Model - licensing Netflix owned content		

Airbnb



AIRBNB BUSINESS MODEL

NOW GO INNOVATE GARYFOX.CO

<p>KEY PARTNERS </p> <ul style="list-style-type: none"> • Hosts • Hotels • Experience providers • Corporate travel partners • Travel managers • Investors/ Venture Capitalists • Lobbyists • Photographers • Maps • Cloud hosting - AWS 	<p>KEY ACTIVITIES </p> <ul style="list-style-type: none"> • Platform and technology development • Sales and marketing • Maintaining trust and brand reputation • Customer service/ experiences • Partner management 	<p>VALUE PROPOSITIONS </p> <p>HOSTS</p> <ul style="list-style-type: none"> • Income generation • Ease of listing • Calendar, booking system • Access to photographers <p>GUESTS</p> <ul style="list-style-type: none"> • Low cost accommodation • Variety of choices/ locations • Variety of prices/budgets • Unique options <p>HOTELS</p> <ul style="list-style-type: none"> • Access to guests • Booking system <p>EXPERIENCE PROVIDERS</p> <ul style="list-style-type: none"> • Income from guests • Platform/system 	<p>CUSTOMER RELATIONSHIPS </p> <ul style="list-style-type: none"> • Self-service • Own the relationship • Trust through verification • Tailored • Manage bad behaviour and risks 	<p>CUSTOMER SEGMENTS </p> <p>GUESTS</p> <ul style="list-style-type: none"> • business travel guests • leisure travel guests <p>HOSTS</p> <ul style="list-style-type: none"> • Room unit/condo/house • House owners * Country/city/suburban/ city
	<p>KEY RESOURCES </p> <ul style="list-style-type: none"> • Airbnb platform and mobile app • Platform architecture • Patents • Brand • Employees 		<p>CHANNELS </p> <ul style="list-style-type: none"> • Digital ad campaigns • Social media • Word of mouth • PR - media coverage • App store 	<p>EXPERIENCE PROVIDERS</p> <ul style="list-style-type: none"> • Specialists * Tour companies <p>PHOTOGRAPHERS</p> <ul style="list-style-type: none"> • Freelance photographers <p>HOTELS</p> <ul style="list-style-type: none"> • Independent hotels • Hotel groups
<p>COST STRUCTURE </p> <ul style="list-style-type: none"> • Cost of acquisition • Weighted average cost of capital • R&D platform • Payment processing • Payroll/contractors • Infrastructure • Legal/insurance • Lobbying/PR • Customer support 		<p>REVENUE STREAMS </p> <ul style="list-style-type: none"> • Service fee per transaction • Hosts commission charge • Hotel commission charge • Experience commission charge 		



Tesla

The Business Model Canvas

Designed for:

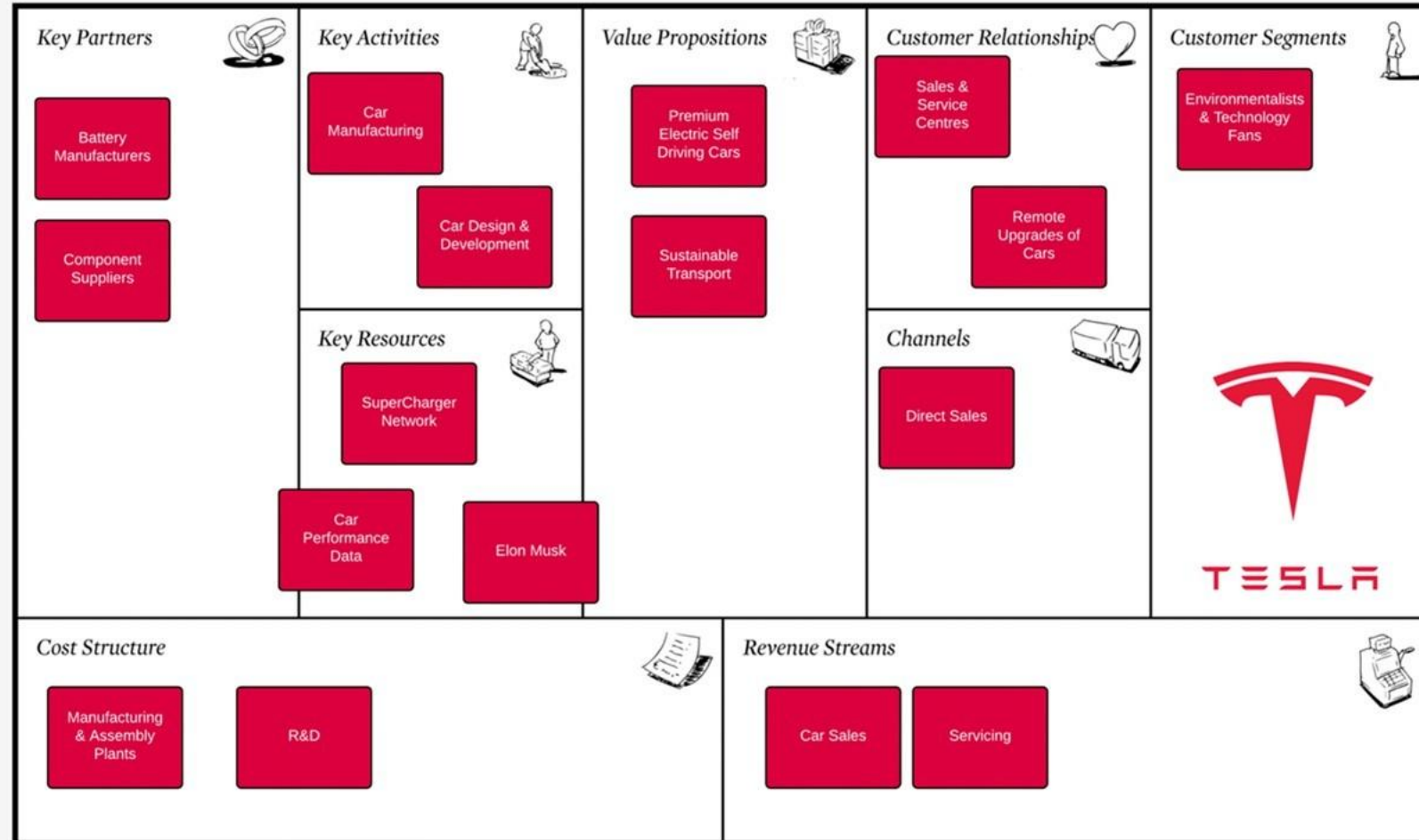
TESLA

Designed by:

Denis Oakley

On:

Iteration:




no lesson Thursday

all lessons on Thursday are cancelled

In Thailand, university students need to attend at least 25 1.5 *hour* lessons
(you can't miss 6 lessons including holidays)
or they can't be deemed to have passed a course

THE LAST DAY OF WITHDRAWAL COURSE
WITH RECEIVING GRADE 'W' is FEB 7th, 2025.

Friday, week 11 (this is week 8)

The background features abstract, overlapping geometric shapes in various shades of purple, ranging from light lavender to dark indigo. These shapes are primarily located on the right side of the frame, creating a modern, layered effect.

Build a Business Model Canvas

Complete a Business Model Canvas

complete the 9 steps of a business model canvas,
for example a coffee shop or 7-11 on campus

Complete each step

- explained
- examples
- <https://www.alps.academy/complete-a-business-model-canvas/>

Key Partners

Key Activities

Value Proposition

Customer Relationships

Customer Segments

Key Resources

Channels

Cost Structure

Revenue Streams

Business Model Canvas

<https://www.youtube.com/watch?v=IP0cUBWTgpY>

explained by Alex Osterwalder

<https://www.youtube.com/watch?v=RpFiL-1TVLw>



Thank you!
any questions?