THE BUSINESS CANVAS MODEL

6th August, Bremerhaven

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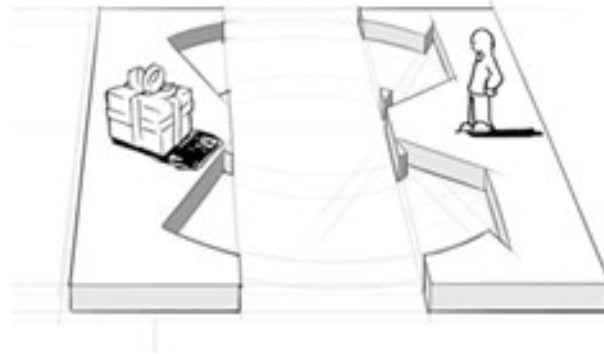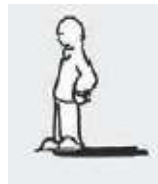
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Milestones of the business lab
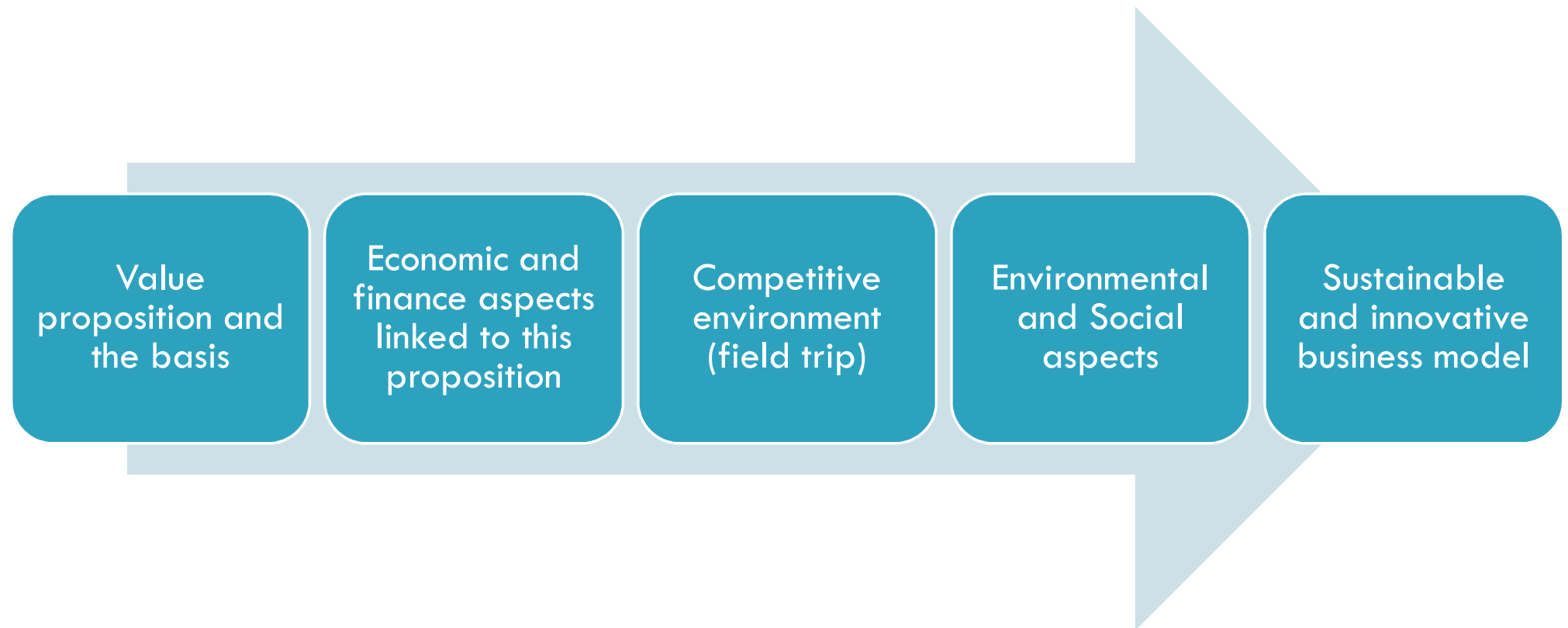
VALUE PROPOSITION

It seeks to solve customer problems and satisfy customer needs with value propositions.

An organization serves one or several Customer Segments.

CUSTOMER SEGMENTS

Business Model Canvas

Key Partners 🔗	Key Activities ✔	Value Proposition 🎁	Customer Relationships ♥	Customer Segments 👥
		Packaging quality /freshness marker		
	Key Resources 🏭		Channels 🚚	

Cost Structure 🏷	Revenue Streams 💰

Business Model Canvas

Key Partners 🔗

Key Activities ✓

Key Resources 🏭

Value Proposition 🎁

SUBSTITUTES FOR SEAFOOD PACKAGING PLASTIC

Customer Relationships ♥

Channels 🚚

Customer Segments 👥
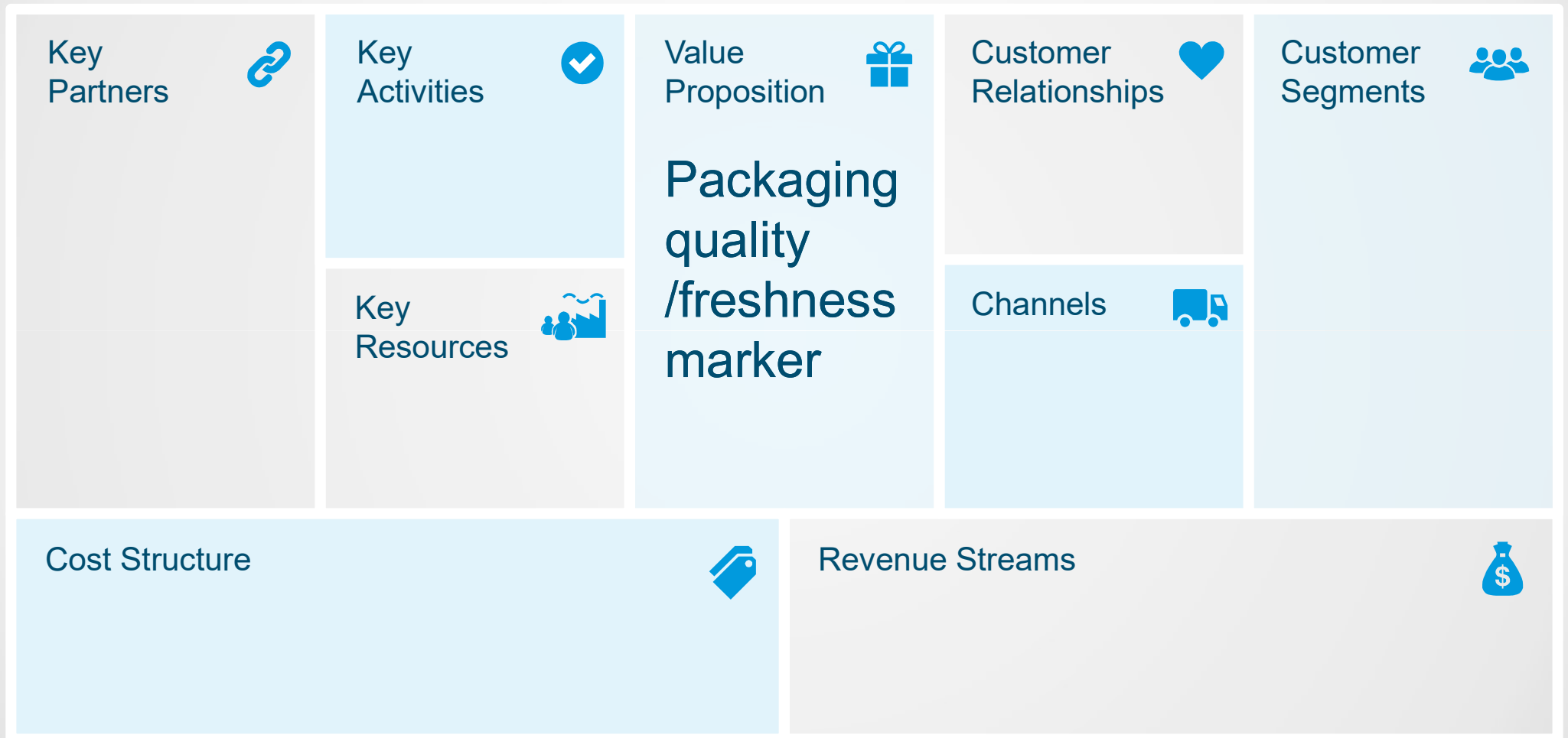
Cost Structure 🏷️

Revenue Streams 💰

Shrimp farm in northern Germany (Business Model Canvas)

Key Partners

Key Activities

Value Proposition

Customer Relationships

Customer Segments

Key Resources

Channels

- Locally farmed shrimp always with animal welfare in mind (northern German)
- Sustainable grown up, packed and delivered
- High value protein source
- Customer specific production (size, packaging)
- With educational add on on production site (aquarium, cooking events)

Cost Structure

Revenue Streams

by Lara Hadi and Stientje

Value Map

The Value (Proposition) Map describes the features of a specific value proposition in your business model in a more structured and detailed way. It breaks your value proposition down into products and services, pain relievers, and gain creators.

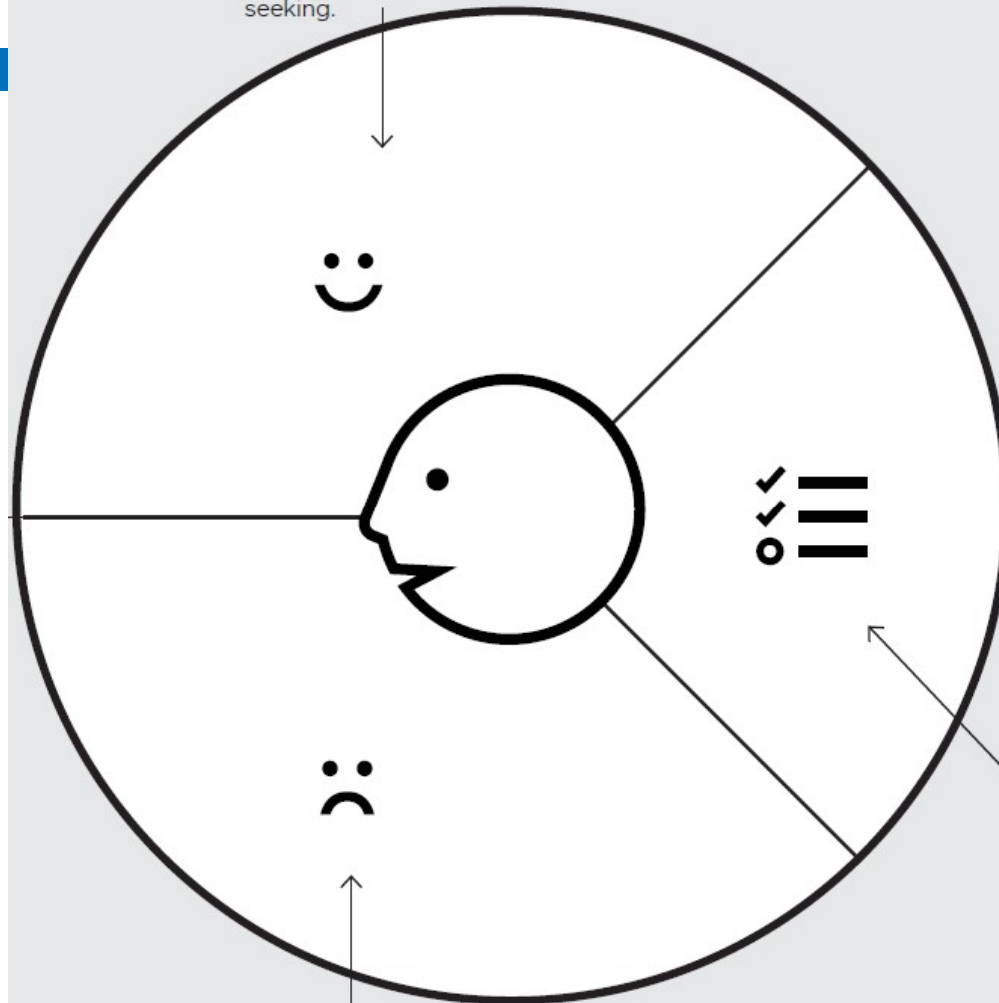**Gain Creators** describe how your products and services create customer gains.

This is a list of all the **Products and Services** a value proposition is built around.

Pain Relievers describe how your products and services alleviate customer pains.

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Gains describe the outcomes customers want to achieve or the concrete benefits they are seeking.

Customer Profile

The Customer (Segment) Profile describes a specific customer segment in your business model in a more structured and detailed way. It breaks the customer down into its jobs, pains, and gains.

Customer Jobs describe what customers are trying to get done in their work and in their lives, as expressed in their own words.

Pains describe bad outcomes, risks, and obstacles related to customer jobs.

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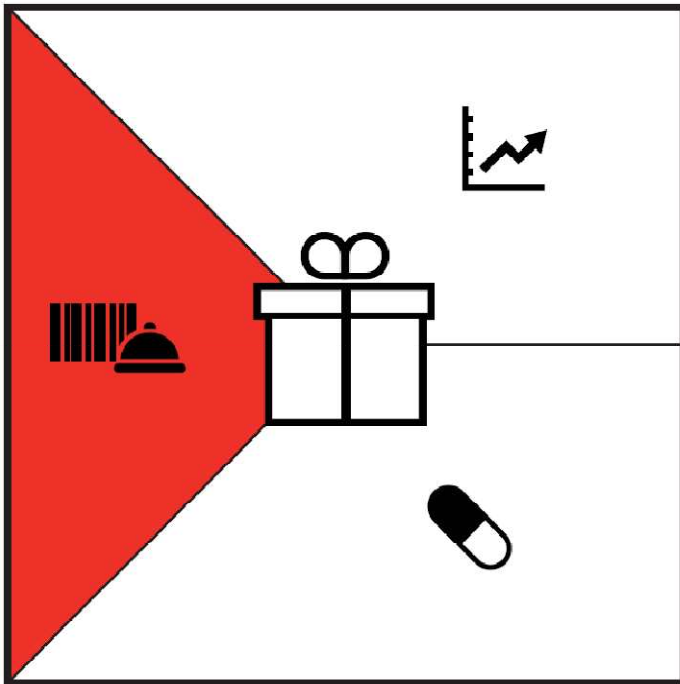
Value proposition

Product & services

☐ **Your value proposit...**
   to be composed of
   types of products a...

- ▪ **Physical/tangible**
- ▪ **Intangible**
- ▪ **Digital**
- ▪ **Financial**

+
Essential

↕
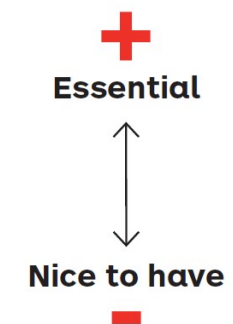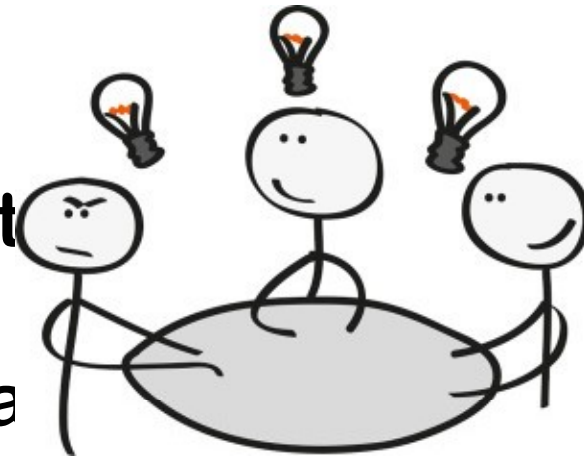
Nice to have
-

Value proposition

Essential

Nice to have

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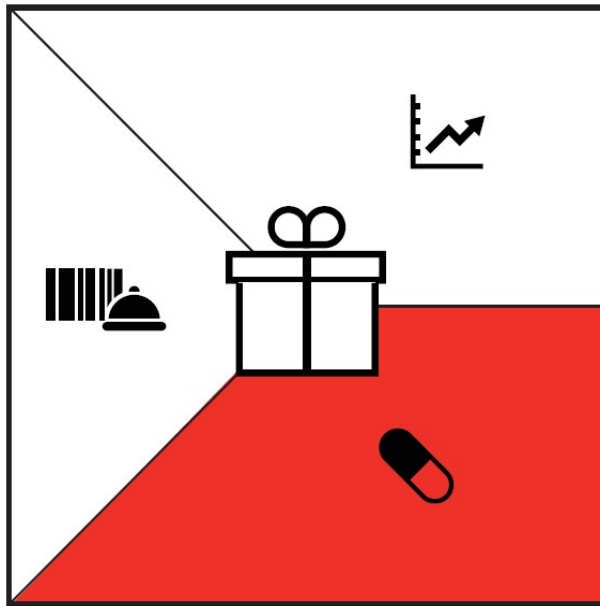
☐ **Pain relievers**

- Produce savings? In terms of time, money, or efforts.
- Make your customers feel better? By killing frustrations, annoyances, and other things that give customers a headache.
- Fix underperforming solutions? By introducing new features, better performance, or enhanced quality.
- Put an end to difficulties and challenges your customers encounter? By making things easier or eliminating obstacles.
- Wipe out negative social consequences your customers encounter or fear? In terms of loss of face or lost power, trust, or status.
- Eliminate risks your customers fear? In terms of financial, social, technical risks, or things that could potentially go wrong.
- Help your customers better sleep at night? By addressing significant issues, diminishing concerns, or eliminating worries.
- Limit or eradicate common mistakes customer make? By helping them use a solution the right way.
- Eliminate barriers that are keeping your customer from adopting value propositions? Introducing lower or no upfront investment costs, a flatter learning curve, or eliminating other obstacles preventing adoption.
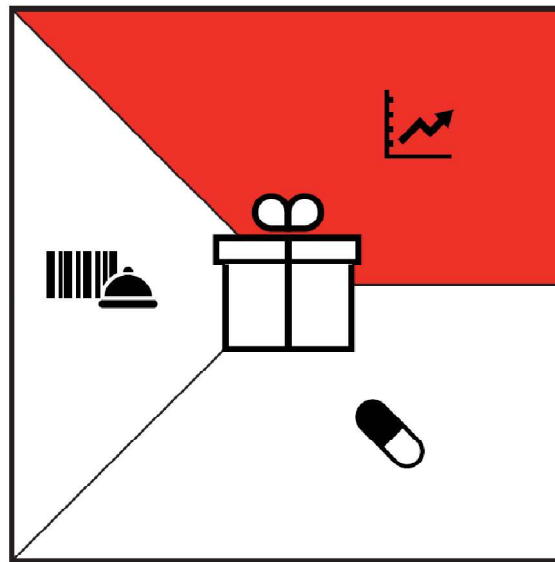
□ **Gain creators**

- Create savings that please your customers? In terms of time, money, and effort.
- Produce outcomes your customers expect or that exceed their expectations? By offering quality levels, more of something, or less of something.
- Outperform current value propositions and delight your customers? Regarding specific
- features, performance, or quality.
- Make your customers' work or life easier? Via better usability, accessibility, more services, or lower cost of ownership.
- Create positive social consequences? By making them look good or producing an increase in power or status.
- Do something specific that customers are looking for? In terms of good design, guarantees, or specific or more features.
- Fulfill a desire customers dream about? By helping them achieve their aspirations or getting relief from a hardship?
- Produce positive outcomes matching your customers' success and failure criteria? In terms of better performance or lower cost.

Essential

Nice to have

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Gains describe the outcomes customers want to achieve or the concrete benefits they are seeking.

Customer Profile

The Customer (Segment) Profile describes a specific customer segment in your business model in a more structured and detailed way. It breaks the customer down into its jobs, pains, and gains.

Customer Jobs describe what customers are trying to get done in their work and in their lives, as expressed in their own words.

Pains describe bad outcomes, risks, and obstacles related to customer jobs.

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Customer profile – customer jobs

Important

Job importance

Insignificant
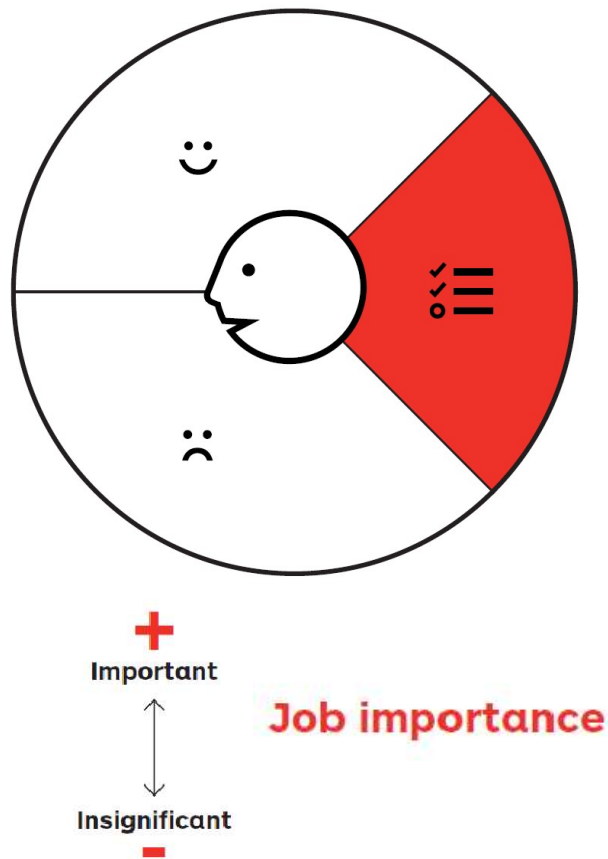
- Jobs describe the things your customers are trying to get done in their work or in their life.

- A customer job could be the tasks they are trying to perform and complete, the problems they are trying to solve, or the needs they are trying to satisfy.

- They can be functional, social, personal/emotional or supporting jobs

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Customer profile – customer pains
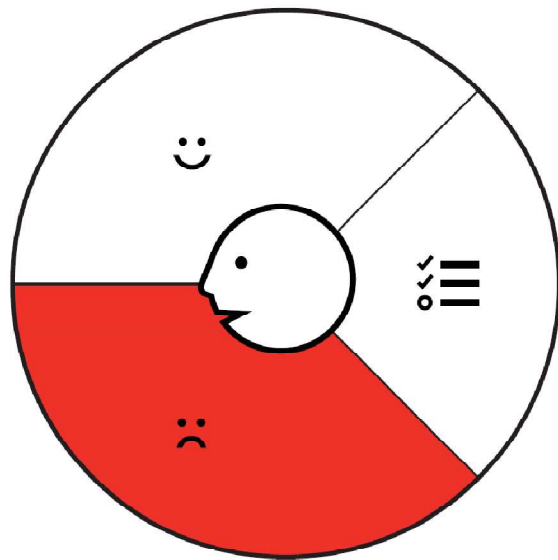
Extreme

Moderate

- How do your customers define too costly? Takes a lot of time, costs too much money, or requires substantial efforts?
- What makes your customers feel bad? What are their frustrations, annoyances, or things that give them a headache?
- How are current value propositions underperforming for your customers? Which features are they missing? Are there performance issues that annoy them or malfunctions they cite?
- What are the main difficulties and challenges your customers encounter? Do they understand how things work, have difficulties getting certain things done, or resist particular jobs for specific reasons?
- What negative social consequences do your customers encounter or fear? Are they afraid of a loss of face, power, trust, or status?
- What risks do your customers fear? Are they afraid of financial, social, or technical risks, or are they asking themselves what could go wrong?
- What's keeping your customers awake at night? What are their big issues, concerns, and worries?
- What common mistakes do your customers make? Are they using a solution the wrong way?
- What barriers are keeping your customers from adopting a value proposition? Are there upfront investment costs, a steep learning curve, or other obstacles preventing adoption?

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Customer profile – customer gains

Essential

Nice to have

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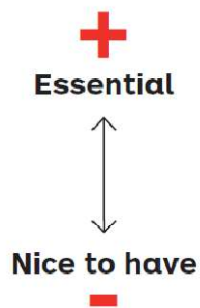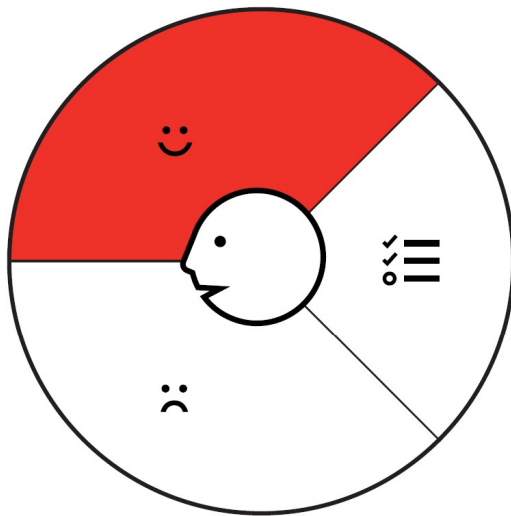
- Which savings would make your customers happy? Which savings in terms of time, money, and effort would they value?
- What quality levels do they expect, and what would they wish for more or less of?
- How do current value propositions delight your customers? Which specific features do they enjoy? What performance and quality do they expect?
- What would make your customers' jobs or lives easier? Could there be a flatter learning curve, more services, or lower costs of ownership?
- What positive social consequences do your customers desire? What makes them look good? What increases their power or their status?
- What are customers looking for most? Are they searching for good design, guarantees, specific or more features?
- What do customers dream about? What do they aspire to achieve, or what would be a big relief to them?
- How do your customers measure success and failure? How do they gauge performance or cost?
- What would increase your customers' likelihood of adopting a value proposition? Do they desire lower cost, less investment, lower risk, or better quality?

Check Your Fit

OBJECTIVE
Verify if you are addressing what matters to customers

OUTCOME
Connection between your products and services and customer jobs, pains, and gains

Job importance
Rank jobs according to their importance to customers.

Important
+
Insignificant
-

Pain severity
Rank pains according to how extreme they are in the customers' eyes.

Extreme
+
Moderate
-

Gain relevance
Rank gains according to how essential the customer...

Essential
+
Nice to have
-

Value Proposition (left panel)

- helps shape ideas
- helps create products + services people want
- proven + effective suite of business tools
- share with and learn from peers
- step-by-step instructions to get started
- helps understand what matters to customers
- shared language to communicate + collaborate
- software-supported methodology
- enables practice, practical skills (self-assessment)
- access to advanced material + knowledge
- practical, visual, + enjoyable format
- minimizes risk of (big) failure
- integrates with other business methods
- brief, clear, + applicable content
- integrated with Business Model Canvas
- engaging online multimedia content

Value Proposition Canvas
Book
exclusive online companion
online exercises, tools, templates, community
Web app (upsell)
online course (upsell)

value proposition design

Customer Profile (center)

Gains (green/yellow):
- leads to results (ideally quick wins)
- clear indicators to measure progress
- can apply with confidence
- get recognized by team
- easy to understand
- help when stuck
- buy-in from leadership + team
- connect with like-minded people
- look good with colleagues, boss, clients
- applicable ideas
- helps with promotion or pay raise
- helps me communicate my ideas clearly
- leads to better collaboration
- improve skill set + advance career
- make things people want
- concrete tips (e.g., to reduce risk)
- home run value propositions
- convince others about preferred methods
- improve or build a business
- find, learn, + apply methods
- communicate + sell ideas
- make decisions with confidence
- collaborate with others or help them
- run "day job" well
- stay up to date

Pains (orange):
- lack of time
- too much theory
- getting stuck in career or jeopardizing it
- "translating" methods to own context
- making things nobody wants
- dealing with risk + uncertainty
- lack of sufficient budget
- going down wrong path
- management "not getting it"
- boring content that's hard to work through
- being associated with a big failure
- wasting time with ideas that don't work
- no clear path to applying method

biz book reader (generic)

Job importance column (yellow)

- improve skill set + advance career
- look good with colleagues, boss, clients
- run "day job" well
- make decisions with confidence
- improve or build a business
- communicate + sell ideas
- assess and reduce risk
- make things people want
- collaborate with others or help them
- convince others about preferred methods
- find, learn, + apply methods
- stay up to date

Pain severity column (orange)

- getting stuck in career or jeopardizing it
- going down wrong path
- management "not getting it"
- dealing with risk + uncertainty
- wasting time with ideas that don't work
- "translating" methods to own context
- too much theory
- being associated with a big failure
- lack of sufficient budget
- making things nobody wants
- lack of time
- no clear path to applying method
- boring content that's hard to work through

Gain relevance column (green/yellow)

- helps with promotion or pay raise
- home run value propositions
- buy-in from leadership + team
- leads to results (ideally quick wins)
- get recognized by team
- helps me communicate my ideas clearly
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Try to fill in!

Key Partners 🔗	Key Activities ✅	Value Proposition 🎁	Customer Relationships 💙	Customer Segments 👥
	Key Resources 🏭		Channels 🚚	

More detailed

Cost Structure 🏷️	Revenue Streams 💰

Just the main concepts

Recommendation: Use the Value Chain Analyser: report generator

http://dss.primefish.eu/

Don't forget to send your updated version
jsantiago@cetmar.org

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THANK YOU!

Let's sail together