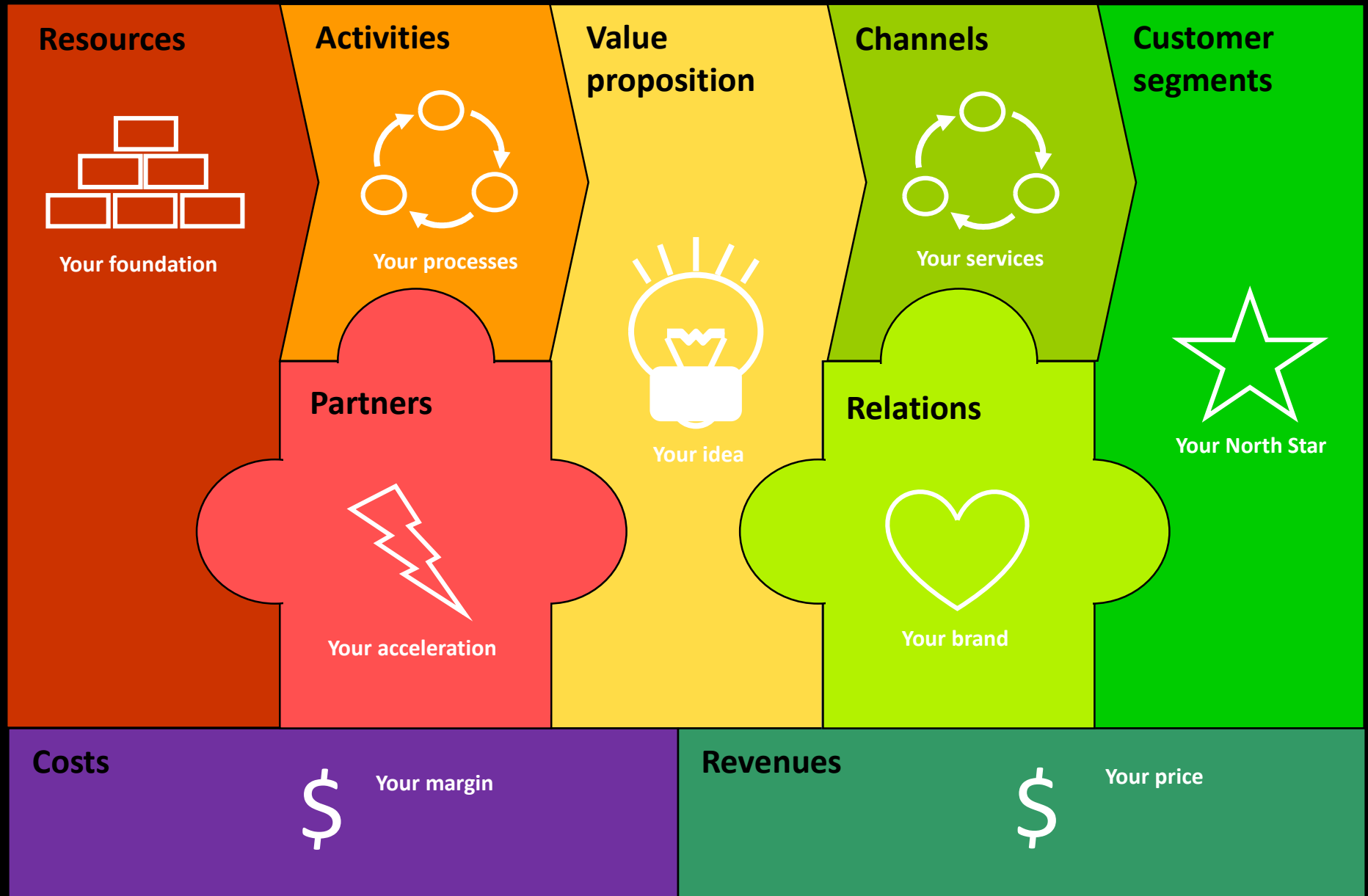


# BMC 2.0 - EASIER - MODIFIED - COPIED



# The Blue Canvas template

By Alexander Osterwalder – modified by Flavio Tosi

Sources: [www.businessmodelgeneration.com](http://www.businessmodelgeneration.com)

You can use this template quoting Alex Osterwalder as Author and Flavio Tosi as Reviser

◆ Points added by Flavio Tosi • Points from Steve Blank

<p><b>Resources</b></p> <ul style="list-style-type: none"> <li>• What Key Resources does our Value Proposition require?</li> <li>• Financial, Physical, IP, HR?</li> <li>◆ What kind of input our processes need? (Goods, Services, Information)</li> </ul>	<p><b>Activity</b></p> <ul style="list-style-type: none"> <li>• What Key Activities (processes) does our Value Proposition require?</li> <li>• Manufacturing?</li> <li>• Software?</li> <li>• Supply chain?</li> <li>• Logistic?</li> <li>◆ Where and how our processes and people interfaces with our partners</li> <li>◆ What key technology supports our VP?</li> </ul>	<p><b>Value prop.</b></p> <ul style="list-style-type: none"> <li>• Which one of our customer's problems are we helping to solve?</li> <li>• Which customer needs are we satisfying?</li> <li>• Which are the key features of our product that match customers problem / needs?</li> <li>◆ What job are we helping our customers to do?</li> <li>◆ What key LOSS will your customer suffer without your help?</li> <li>◆ What value do we deliver to the customer?</li> <li>◆ How can we create a value proposition profile that is unique and selling?</li> </ul>	<p><b>Channels</b></p> <ul style="list-style-type: none"> <li>• Through which Channels do our Customer Segments want to be reached?</li> <li>◆ Which is the easiest (convenient) way for our customers to get our products/services?</li> <li>◆ Which is the most effective way for us to consistently deliver our products/services?</li> <li>◆ What complementary services can vehiculate your VP?</li> </ul>	<p><b>Customer seg.</b></p> <ul style="list-style-type: none"> <li>• Who are our most important customers' SEGMENTS?</li> <li>• How are they connected and through which channel they refer each other when making a buying decision?</li> <li>• What are their archetypes?</li> <li>• What job do they want us to get done for them?</li> <li>◆ Which is the Community you are willing to join?</li> <li>◆ Which is the Role this Community will recognize to you?</li> <li>◆ Who are the Peers that can lend you their Trust to be introduced and recognized in this Community?</li> <li>◆ Who are our "early evangelists" who are trying to build the solution themselves?</li> <li>◆ Who are the decision makers?</li> <li>◆ What kind of value (how much money / how much self-gratification) are they aspiring to get?</li> <li>◆ What kind of budget to they have?</li> </ul>
<p><b>Costs</b></p> <ul style="list-style-type: none"> <li>• What are the most important costs inherent in our business model?</li> <li>◆ Opex, Capex, Risks Mitigation</li> </ul>		<p><b>Revenues</b></p> <ul style="list-style-type: none"> <li>• How do we make money?</li> <li>• What is the revenue model? (production, retail, rental, subscription, pay per use...)</li> <li>• What are our pricing tactics?</li> </ul>		

## What Next?

- **Find more ideas** and templates in [our booklets](#)
- **Sharpen** your Sales Team with [ad hoc training](#)
- **Align** your Sales Funnel with the help of [our workshops](#)
- Or... simply [give us a thumb up](#) , if you wish.

**Thank You!**

**Flavio**