

# "H2020 SME INSTRUMENT– Project Writing Camp"

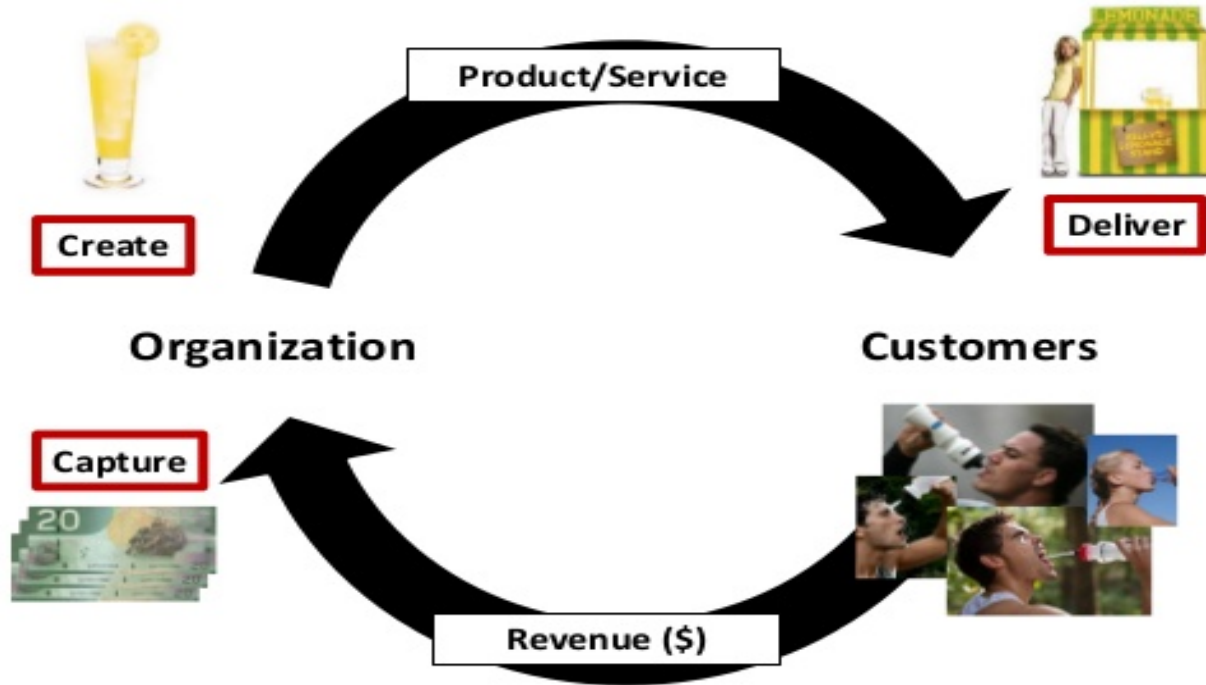
## Business Model Canvas & KPIs

**Yasemin Eda Erdal**

Training Expert & Evaluator

Istanbul, 02/10/2017

# BUSINESS MODEL



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*How do we create, deliver and capture value through our product/service?*

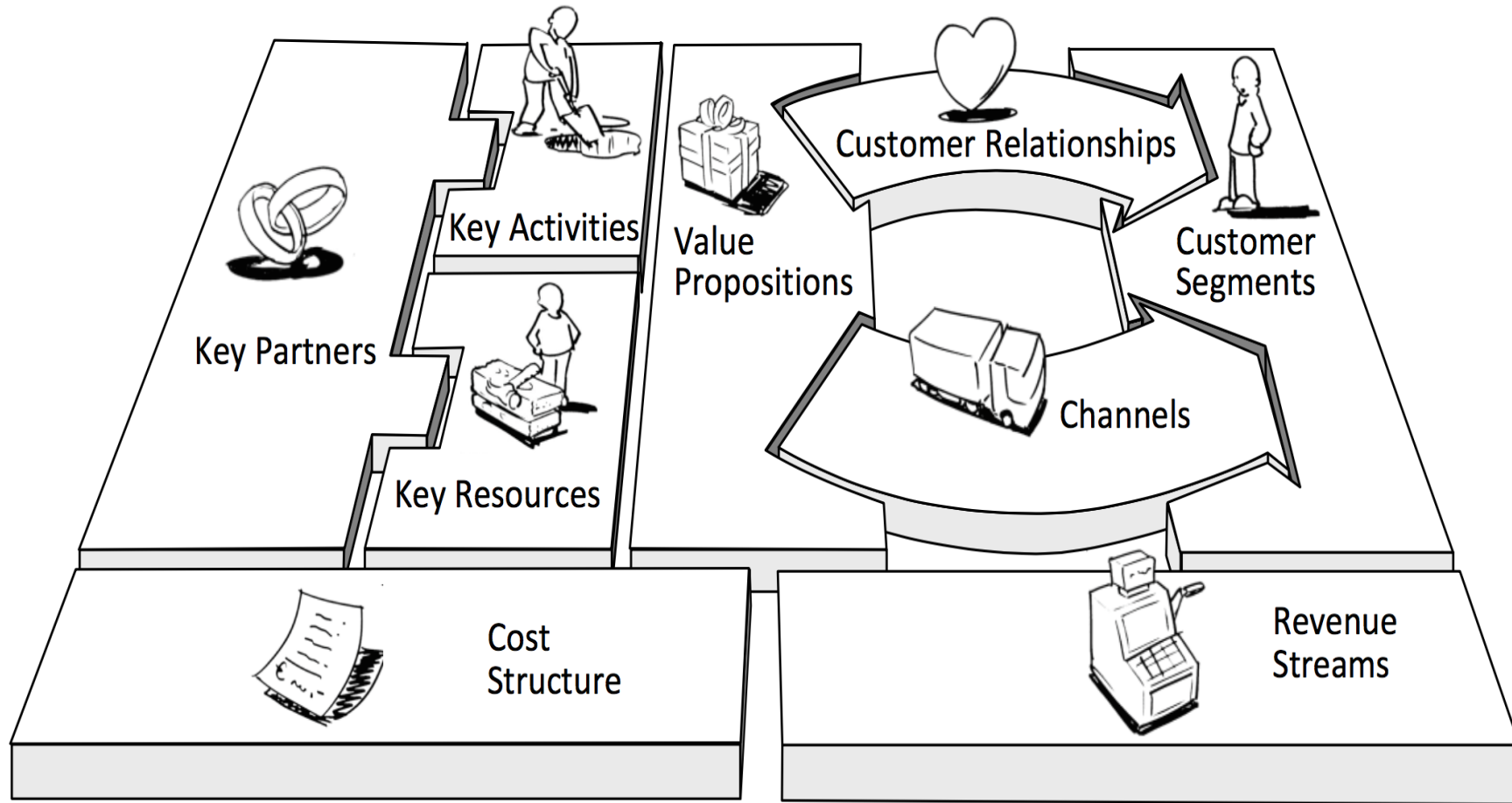
# Business Model Canvas

## What is Business Canvas?

*tool to create and analyse business models ...*

*it gives you the structure of a business plan*

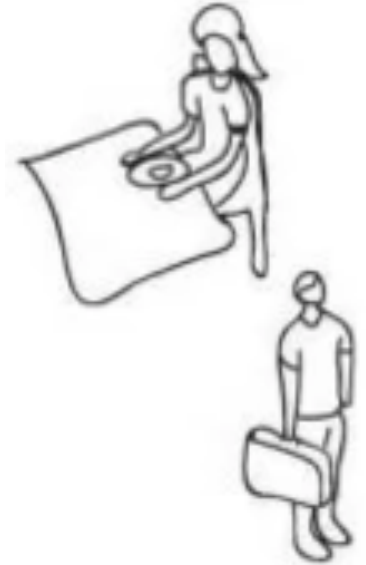
# Business Model Canvas



# Business Model Canvas

## Customer Segments

- For whom are we creating value?
- Who are our customers?
- What do they need, think, feel?



# Business Model Canvas

## Value Propositions (USP)

- What value are we offering them?
- What is unique about our product?
- Why should they choose us?



# Business Model Canvas

## Channels

- How do we promote our value propositions?
- Through which channels do we reach our customers?
- How our channels are integrated?
- Which ones are most cost-efficient?



# Business Model Canvas

## Customer Relationships

-How do we interact with our customers through their journey? Communication?

- personal?
- automated?
- acquisitive?
- retentive?

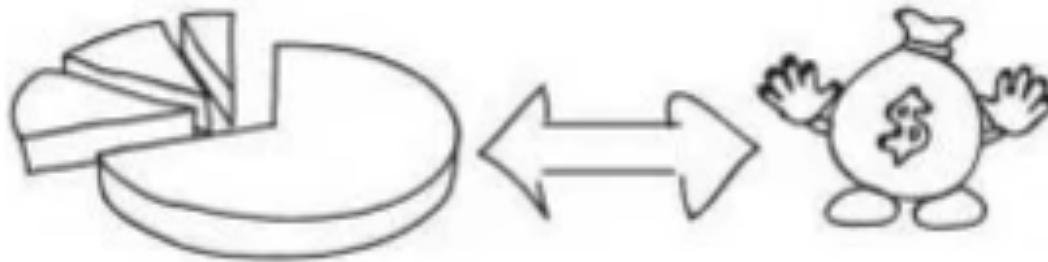




# Business Model Canvas

## Cost Structure

- What are the most important costs inherent in our business model?
- Which key resources are most expensive?
- Which key activities are most expensive?



# Business Model Canvas

## Revenue Streams

- How do we earn from the value propositions? (Revenue Model?)
- For what do they currently pay?
- How are they currently paying?
- How much does each Revenue Stream contribute to overall revenues?



# Business Model Canvas

## Key Resources

- What unique strategic assets must the business have to compete?
- Your Distribution Channels?
- Customer Relationships?
- Revenue Streams?



# Business Model Canvas

## Key Activities

- Which activities do you need to perform well in your business model?
- What is crucial?



# Business Model Canvas

## Key Partners

- Which partner and suppliers (stakeholders) leverage your model?
- Who do you need to rely on?



## Contact:

### Office Address

*Turkey in Horizon 2020 Project*  
*No:6/2 Mustafa Kemal Mah. 2119. Sok.*  
*06520 Çankaya/Ankara, Turkey*  
*Tel: +90 312 219 69 80*  
*<http://www.turkeyinh2020.eu/>*



Teşekkür ederiz!

Thank you!

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