"H2020 SME INSTRUMENT– Project Writing Camp"

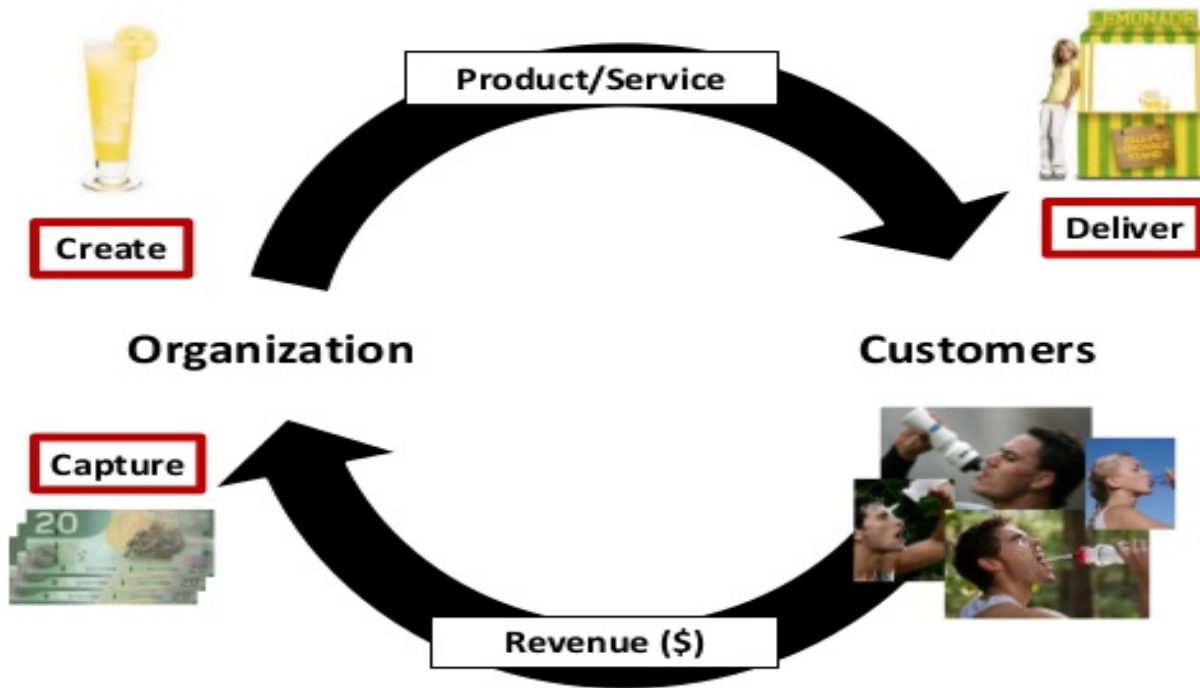# Business Model Canvas & KPIs

Yasemin Eda Erdal

Training Expert & Evaluator

Istanbul, 4/10/2017

How do we create, deliver and capture value through our product/ service?
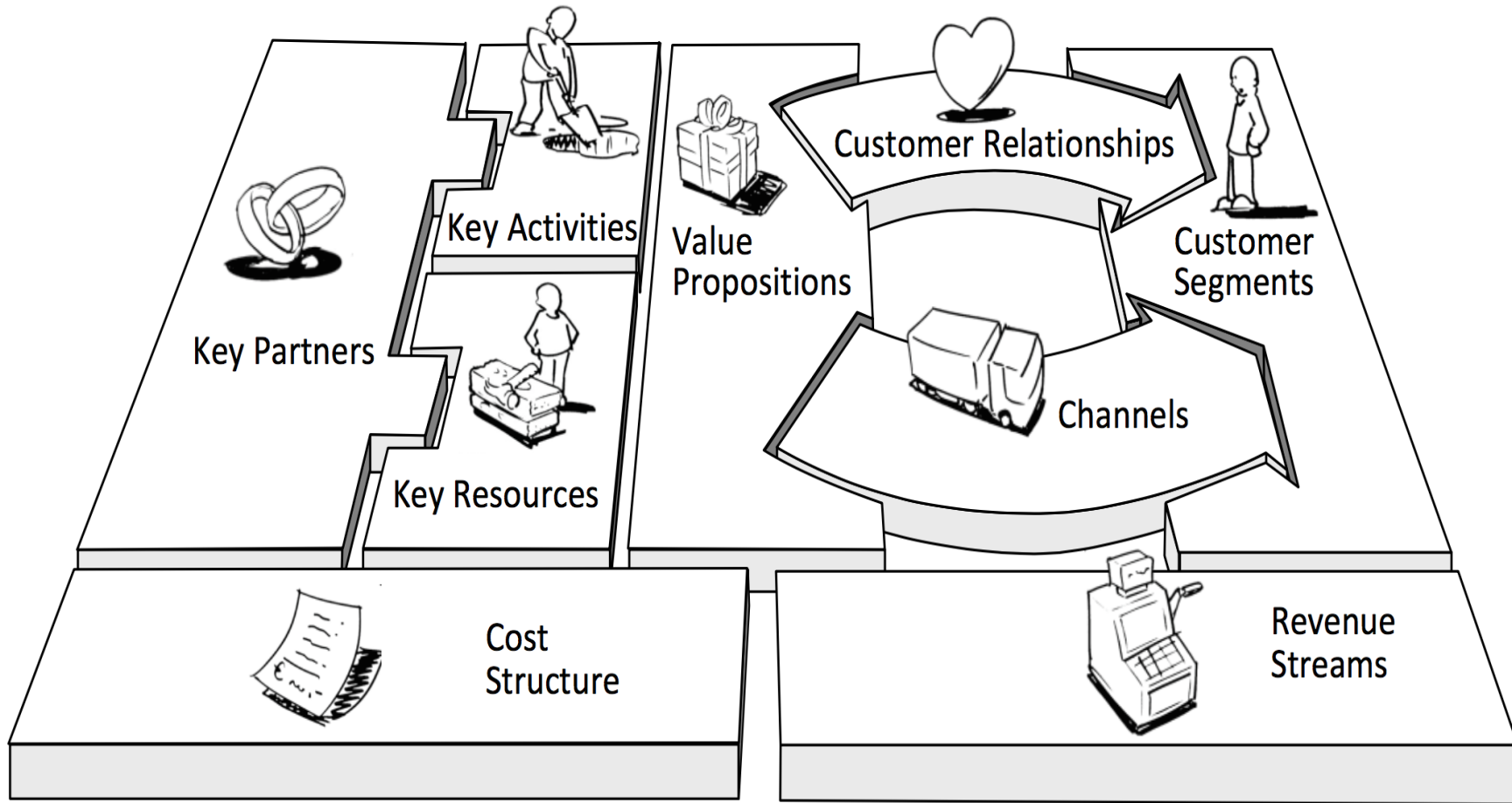
Business Model Canvas

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
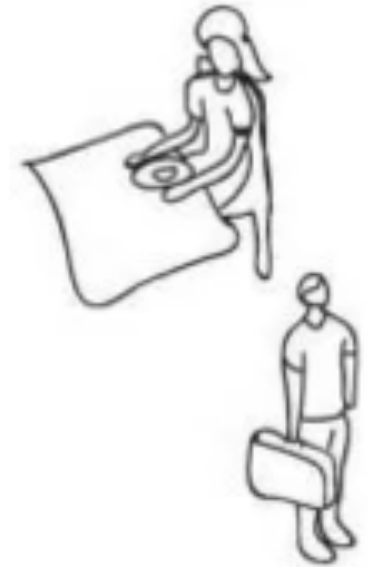
Value Propositions (USP)

-What value are we offering them?

-What is unique about our product?

-Why should they choose us?

Business Model Canvas

Customer Segments

- For whom are we creating value?

- Who are our customers?

- What do they need, think, feel?

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?
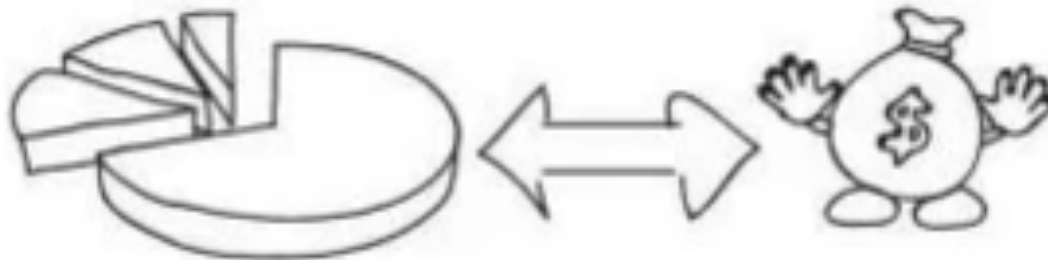
      -personal?

      -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 businee have to compete?

-Your Distribution Channels?

-Customer Relationships?

-Revenue Streams?

Business Model Canvas

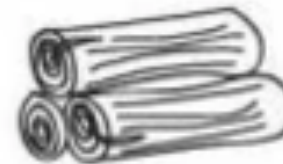**Key Activities**

-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?

This project is co-financed by the
European Union and the Republic of Turkey

Bu proje Avrupa Birliği ve Türkiye Cumhuriyeti tarafından
finanse edilmektedir

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/

TURKEY IN HORIZON 2020
ALTUN/HORIZ/TR2012/0740.14-2/SER/005

This project is co-financed by the European Union and the Republic of Turkey
Bu proje Avrupa Birliği ve Türkiye Cumhuriyeti tarafından finanse edilmektedir

Teşekkür ederiz!

Thank you!

Credits / Disclaimer

© "Turkey in Horizon 2020"

The information and advice contained in this presentation are the sole responsibility of the project team and can in no way be taken to reflect the views of the European Union. The team of "Turkey in Horizon 2020" project is not responsible for the consequences of errors or omissions herein enclosed. Re-use of information contained in this presentation for non-commercial purposes is authorised and free of charge, provided the source is acknowledged. Our project team is not responsible for any impact or adverse effects on third parties connected with the use or re-use made of the information contained in this presentation.

Credits

Ankara (CC BY 2.0) / Slide 15 / Jorge Franganillo, Flickr.com
Tea in the spotlight (CC BY-ND 2.0) / Slide 16 / captain.orange, Flickr.com
Large copyright sign made of jigsaw puzzle pieces (CC BY- 2.0) / Slide 17 / Horia Varlan, Flickr.com
You can check the Creative Commons Licences here: https://creativecommons.org/licenses/