

Entrepreneurship Lecture 7 The Business Model Canvas

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Entrepreneurship

“Value & Innovation”

- Mission Driven
- Creation
- Change





ENTREPRENEURSHIP

- Management
- Business
- Multidisciplinary Studies

“RESOURCE”

Entrepreneur needs to prepare their resources in operating their business and realizes their limitations.

Resources:

- Land
- Capital
- Equipment
- The Human Resource

“ENTREPRENEURIAL RESOURCES”

Anything that the Entrepreneur had

- Their knowledge
- Their intuition
- Their passion
- Their innovation
- Team members



CRUCIAL FACTOR

Entrepreneurs must consider this
factor:
“TIME!”



BUSINESS MODEL

It explains the logical of the way an organization creates, delivers, and captures value.

(Osterwalder et al., 2010)

The Challenge of a New-Venture

- The concept
- The market
- The operational aspect

THE BUSINESS MODEL CANVAS

A tool to help to build and understand a business model in a straightforward and structured way. It has nine blocks and shows the logic of an organization operates their business.

(Osterwalder et al., 2010)

THE BUSINESS MODEL CANVAS

(Osterwalder et al., 2010)

It measures:

1. Desirability
2. Feasibility
3. Viability

“Understand our business and our competitors”

1. Customer Segments

The target of people or various groups that they to reach and serve.

- Mass market
- Segmented
- Niche market
- Multi-sided markets

2. Value Propositions

The collection products and services that create value for a specific Customer Segment

- Novelty
- Design
- Customize
- Price

3. Channels

The way enterprise communicates with and reaches the Customer Segments to deliver a Value Proposition

- The awareness of company's product and service toward customer
- After-sales service toward customer
- Direct
- Indirect

4. Customer Relationships

The various of relationships an organization creates with specific Customer Segments

- Automation
- Communities
- Personal assistance

5. Revenue Streams

The various of relationships an organization creates with specific Customer Segments

- Product selling
- Subscription fees
- Licensing
- Leasing/renting/lending

6. Key Resources

The essential assets required to ensure a business model work.

- Physical

- Intellectual

- Financial

- Human

7. Key Activities

The essential aspects an organization must do to make its business model work.

- Production

- Platform

- Problem solving

8. Key Partnerships

The network of suppliers and partners that make the business model work.

- Cooperation
- Strategic alliances
- Join ventures

9. Cost Structure

The overall costs that required of a company to operate their business model.

- Fixed Costs

- Variable Costs

Google's Business Model

“Text Advertising” globally over the web

(Osterwalder et al., 2010)

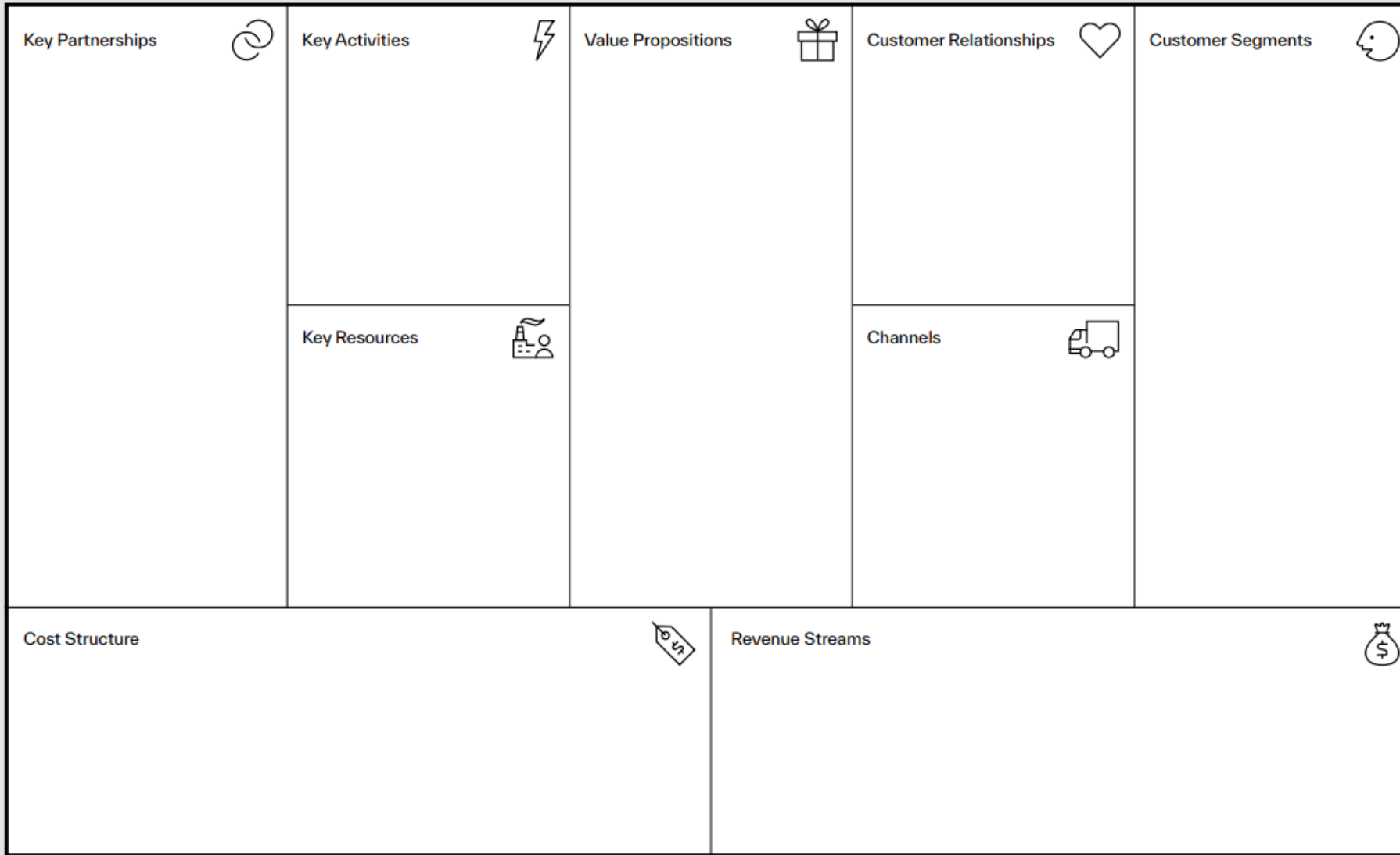
The Business Model Canvas

Designed for:

Designed by:

Date:

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CONCLUSION

The Business Model Canvas helps entrepreneurs build the right business model, target the correct market, and deliver the value right to the specific need.

Reference

Osterwalder, A., and Pigneur, Y. 2010. Business Model Generation. Chichester, England: John Wiley & Sons.

Strategyzer. 2023. The Business Model Canvas.

<https://www.strategyzer.com/library/the-business-model-canvas>



thank you

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