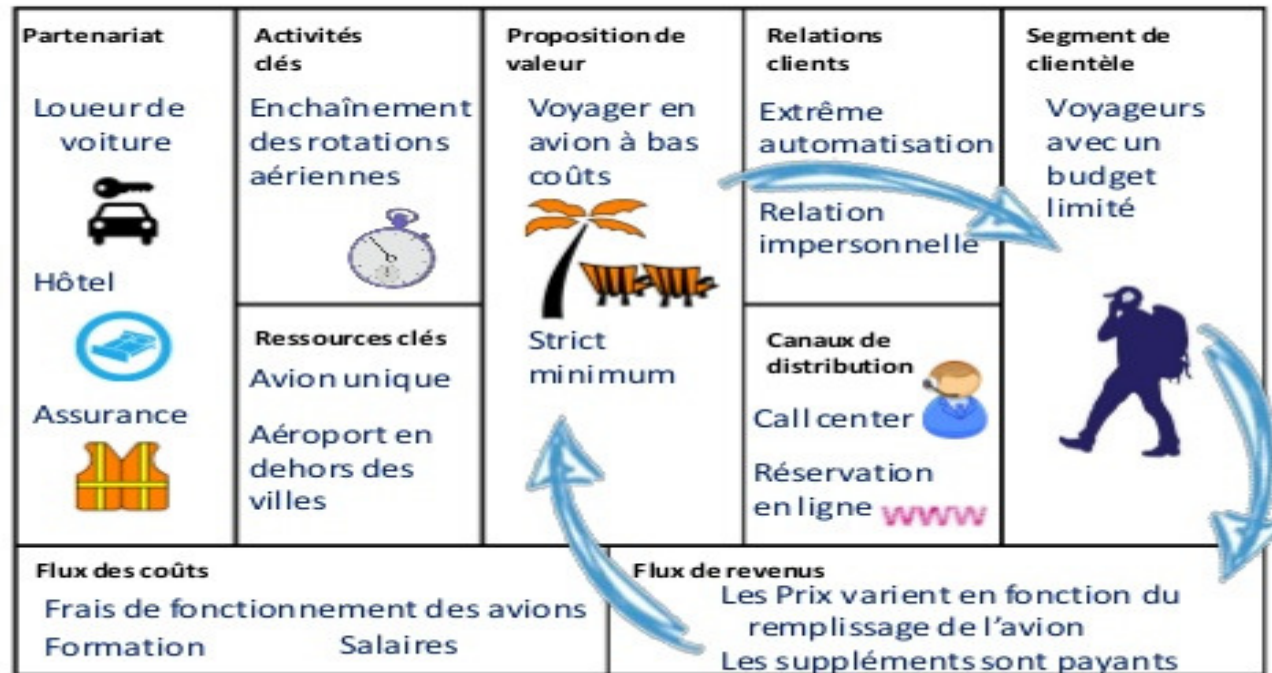



Business Model Canvas

Exemple : Business Model Canvas d'une compagnie low cost européenne



Partenaires - Sous-traitants IT 	Activités - Promotion Marketing - Community Managt - Gestion Informatique	Proposition de valeur MeR (*) pour des prestations à distance Bénéfices Acheteurs - coût de recherche ~ 0 - sélection facilitée - prix compétitifs - MeR gratuite	Relation clients - Self-service - Automatisation - Communauté	Segmentation clients Prestations - TIC - montant ~ X*100€ Acheteurs - entrepreneurs - petites sociétés
Structure des coûts - Modèle orienté optimisation des coûts - Elément de coût le plus important = promotion et marketing - Externalisation de la gestion informatique plateforme		Sources de revenus Acheteur : gratuit pour les services de base Prestataires : commission (% du montant projet) Paiement à l'acte ou abonnement pour les services complémentaires offerts aux prestataires et acheteurs <i>Modèle Freemium appliqué aux marchés bi-faces</i>		

The Business Model Canvas

Designed for:

flickr™

Designed by:

On:

Day:

Month:

Year:

Location:

Key Partners

Who are our Key Partners?
Who are our key suppliers?
Which Key Resources are we acquiring from partners?
Which Key Activities do partners perform?
What are the benefits for each partner?
What are the costs for each partner?

Yahoo

Key Activities

What Key Activities do our Value Propositions require?
Our Distribution Channels?
Customer Relationships?
Revenue streams?

Gestion de la
plateforme

Key Resources

What Key Resources do our Value Propositions require?
Our Channels?
Customer Relationships?
Revenue streams?

Plate-forme
Flickr

Marque

Value Propositions

What value do we deliver to the customer?
Which one of our customer's problems are we helping to solve?
What bundles of products and services are we offering to each Customer Segment?
Which customer needs are we satisfying?

partage photos
gratuit

partage photos
premium

Customer Relationships

What type of relationship does each of our Customer Segments expect us to establish and maintain with them?
Which ones have we established?

Personnalisation
de masse

Channels

Through which Channels do our Customer Segments expect to be reached?

Force de vente
Publicité
plateforme.com

Customer Segments

For whom are we creating value?
Who are our most important customers?

utilisateur
occasionnels

gros
utilisateurs

Cost Structure

What are the most important costs inherent in our business model?
Which Key Resources are most expensive?

Développement
plateforme

coûts du
stockage

Revenue Streams

For what value are we capturing?
For what value are we selling?
How are we capturing value?
How much?

Comptes de
base
gratuits

abonnement annuel
gros utilisateurs :
24 \$/mois