

# Business Model Canvas

Designed for:

Designed by:

Date:

## Key Partners 8

8



- Who are our Key Partners?
- Who are our key suppliers?
- Which Key Resources are we acquiring from partners?
- Which Key Activities do partners perform?
- motivations for partnerships:
  - Optimization and economy
  - Reduction of risk and uncertainty
  - Acquisition of particular resources and activities

## Key Activities 6

6



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

## Key Resources 7

7



- What Key Resources do our Value Propositions require?
- Our Distribution Channels?
- Customer Relationships?
- Revenue Streams?

## Value Proposition 2

2



- 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?

## Customer Relationships 5

5



- What type of relationship does each of our Customer Segments expect us to establish and maintain with them?
- Which ones have we established?
- How are they integrated with the rest of our business model?
- How costly are they?

## Channels 4

4



- Through which Channels do our Customer Segments want to be reached?
- How are we reaching them now?
- How are our Channels integrated?
- Which ones work best?
- Which ones are most cost-efficient?

## Customer Segments 1

1



- For whom are we creating value?
- Who are our most important customers?
  - Mass Market
  - Niche Market
  - Segmented
  - Diversified
  - Multi-sided Platform

## Cost Structure 9

9




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


## Revenue Stream 3


3





- For what value are our customers really willing to pay?
- For what do they currently pay?
- How are they currently paying?
- How would they prefer to pay?


Key Partners 8 


Key Activities 6 


Value Proposition 2 


Customer Relationships 5 

Customer Segments 1 

Key Resources 7 

Channels 4 

Cost Structure 9 

Revenue Stream 3 

# EXAMPLE: Business Model Canvas: Adventure Travel Platform

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## Key Partners 8

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- Technology providers: Partner with software companies to access and integrate booking and management tools into the platform.
- Destination marketing organisations: Collaborate with tourism boards and local governments to promote adventure destinations and experiences.
- Logistics providers: Work with transportation and accommodation partners to ensure smooth travel logistics for customers.

## Key Activities 6

6



- Curating experiences: Research, select, and package adventure travel experiences that align with customer interests.
- Marketing and promotion: Create compelling content and campaigns to attract users.
- Customer support: Provide timely assistance and guidance to travellers before, during, and after their adventures.

## Key Resources 7

7



- Technology platform: Develop and maintain a user-friendly website and mobile app for booking and managing travel experiences.
- Partnerships: Establish relationships with local tour operators, accommodations, and activity providers to offer a diverse range of adventures.
- Customer service team: Employ knowledgeable and responsive staff.

## Value Proposition 2

2



- Provide curated adventure travel experiences tailored to individual preferences and skill levels.
- Offer access to off-the-beaten-path destinations and authentic cultural experiences.
- Deliver personalised customer service and support throughout the travel journey.

## Customer Relationships 5

5



- Pre-trip communication: Provide personalised recommendations and assistance during the trip planning process.
- During-trip support: Offer 24/7 customer service and emergency assistance for travellers. Post-trip follow-up: Gather feedback and reviews from customers.

## Channels 4

4



- Online platform: Website and mobile app browse, book, and manage their adventure.
- Partnerships with local tour operators and activity providers to offer a diverse range of adventure options.
- Social media and content marketing to showcase destination highlights and engage with the adventure travel community.

## Customer Segments 1

1



- Adventure seekers: Individuals who are interested in outdoor activities such as hiking, mountain biking, and kayaking.
- Family travellers: Families looking for active and adventurous vacation experiences.
- Solo travellers: Individuals seeking solo adventures and unique travel experiences.

## Cost Structure 9

9



- Technology development and maintenance: Invest in the development and ongoing maintenance of the website and mobile app.
- Marketing and advertising: Allocate funds for digital marketing campaigns, social media advertising, and content creation.
- Customer support: Budget for staffing and training customer service representatives to provide exceptional support to travellers.

## Revenue Stream 3

3



- Booking fees: Charge a percentage-based commission on adventure bookings made through the platform.
- Premium memberships: Offer subscription-based access to exclusive deals, discounts, and perks for frequent travellers.
- Affiliate partnerships: Earn referral commissions from travel-related products and services recommended to customers.