

Using a Canvas for Business and Project Modelling

- **Business Model Canvas (BMC)**
- **Social Business Model Canvas (SBMC)**
- **Project Model Canvas (PMC)**

The BMC emerged as a strategic management and entrepreneurial tool
“Your business model – on one page” & “Keep Ideas movable”

KEY PARTNERS Who are our key partners? Who are our key suppliers? Which key resources are we acquiring from our partners? Which key activities do partners perform?	KEY ACTIVITIES What key activities do our value propositions require? Our distribution channels? Customer relationships? Revenue streams?	VALUE PROPOSITIONS What value do we deliver to the customer? Which one of our customers' problems are we helping to solve? What bundles of products and services are we offering to each segment? Which customer needs are we satisfying? What is the minimum viable product?	CUSTOMER RELATIONSHIPS How do we get, keep, and grow customers? Which customer relationships have we established? How are they integrated with the rest of our business model? How costly are they?	CUSTOMER SEGMENTS For whom are we creating value? Who are our most important customers? What are the customer archetypes?
	KEY RESOURCES What key resources do our value propositions require? Our distribution channels? Customer relationships? Revenue streams?		CHANNELS Through which channels do our customer segments want to be reached? How do other companies reach them now? Which ones work best? Which ones are most cost-efficient? How are we integrating them with customer routines?	
COST STRUCTURE What are the most important costs inherent to our business model? Which key resources are most expensive? Which key activities are most expensive?		REVENUE STREAMS For what value are our customers really willing to pay? For what do they currently pay? What is the revenue model? What are the pricing tactics?		

Tags: Integral design, Economy

Challenge:

Starting a project sometimes seems overwhelmingly complex and there are many aspects of which people are often unaware. A clear and simple overview of these important aspects is missing and this makes it hard to work with a common, clear and productive language.

Solution:

- The Business Model Canvas (BMC) is a strategic management and entrepreneurial tool. It allows people to describe, design, challenge, invent, and pivot their business model.
- The Social Business Model Canvas (SBMC) builds on the BMC by adding the layers of social and environmental impact and costs. There is currently a multitude of available versions of the SBMC online suitable to different contexts and working styles.
- The Project Model Canvas (PMC) is a derivative of the BMC that supports the setting up of a 'one time' project or the start-up phase of a running business venture.

References:

- BMC: <http://www.businessmodelgeneration.com>
- SBMC: <https://www.google.co.uk/webhp?sourceid=chrome-instant&ion=1&espv=2&ie=UTF-8#q=social%20business%20model%20canvas>
- PMC: <http://overthefence.com.de/the-overthefence-project-canvas/>
- Osterwalder Alexander (2010) : *Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers*. John Wiley & Sons

Submitted by Pioneers of Change

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