

Business Model Canvas (BMC) Summary :

BMC Block	Key Points from the Video (with examples)
1. Customer Segments	<ul style="list-style-type: none">• Define who the business serves.• Identify different customer groups with distinct needs.• Each segment may require a unique approach. <i>(Examples: [individual consumers], [small businesses], [government agencies]).</i>
2. Value Propositions	<ul style="list-style-type: none">• Clarify what value is offered to each segment.• Describe the problem solved or the benefit provided.• This is the reason customers choose you. <i>(Examples: [eco-friendly product], [fast delivery], [custom design service]).</i>
3. Channels	<ul style="list-style-type: none">• Specify how you reach customers and deliver value.• Combine communication, distribution, and sales channels.• Cover awareness, purchase, and after-sales stages. <i>(Examples: [online store], [mobile app], [retail outlets]).</i>
4. Customer Relationships	<ul style="list-style-type: none">• Define how you interact and maintain relationships.• Relationships may vary across segments.• Focus on trust, retention, and engagement. <i>(Examples: [personal customer support], [self-service portal], [loyalty program]).</i>
5. Revenue Streams	<ul style="list-style-type: none">• Explain how money comes in from each customer segment.• Show what customers pay for and how.• Can be one-time or recurring revenue. <i>(Examples: [product sales], [subscription fees], [licensing income]).</i>
6. Key Resources	<ul style="list-style-type: none">• List the critical assets needed to create and deliver value.• May be physical, human, intellectual, or financial. <i>(Examples: [factory equipment], [brand name], [skilled staff], [funding capital]).</i>
7. Key Activities	<ul style="list-style-type: none">• Identify the main actions to operate and deliver value.• Include operations, marketing, development, and distribution. <i>(Examples: [production], [platform maintenance], [marketing campaigns]).</i>
8. Key Partnerships	<ul style="list-style-type: none">• Define external organizations that help your model work.• Used to reduce risk, share resources, or optimize costs. <i>(Examples: [suppliers], [strategic alliances], [logistics partners]).</i>
9. Cost Structure	<ul style="list-style-type: none">• Identify the main costs of running the model.• Distinguish between fixed and variable costs.• Relate to resources, activities, and partnerships. <i>(Examples: [rent], [employee salaries], [raw materials]).</i>

Overall Insights:

- The **Business Model Canvas** developed by **Alexander Osterwalder** is a **visual tool** showing how a business creates, delivers, and captures value.
- It helps **simplify complex business ideas** into a one-page view.
- The nine blocks are **interconnected** — changing one affects the others.
- It supports both **existing companies** (to improve operations) and **startups** (to design new models).
- The video encourages asking “**What if?**” to explore innovation and adapt the model.