4 main problem areas when starting your business
Product / Service

- Too long focus on perfection
- Assume you know the customer’s need
- No capacity / production plan
- Unable to determine whether product is actually profitable

=> KNOW YOUR CUSTOMER <=
Finance

- Underestimating CF
- Lacking of Financial Skills
- No network of cash resources
- Think customers will pay right away

CASH = KING!
=> BOOTSTRAPPING!!! <=
Sales & Marketing

- Underestimating Sales effort
- Underestimating Market position
- Difficulties in assessment of competition
- Underestimating of time-to-market

=> NO SALES = NO CASH = NO COMPANY <=
Team

- Overestimating of own capacity
- Don’t know how to recruit
- Undervaluing complementary talent
- Underestimating team spirit

=> TEAM!!! <=
The Business Modelling
Business Model

- Equally important as technology (if not more important!)
- Create and capture value
- Identify Stakeholders
- Different business models can work in the same market
- Different markets can work with same business model

=> The Business Model can be the innovation itself! <=
The Business Model Canvas

- Key Partners
- Key Activities
- Value Proposition
- Customer Relationship
- Customer Segment
- Key Resources
- Channels
- Cost Structure
- Revenue Streams
The Business Model Canvas

**Key partners**
- Consumer electronics
- Cable companies
- Producers
- Broadcasters

**Key activities**
- Production
- Licensing
- Data analysis
- Algorithm

**Value propositions**
- All you can binge watch
- Variety of content
- Streaming on demand without ads
- All you can watch DVD
- Access to relevant audience

**Customer relationships**
- Self service
- Brands
- Global movie lovers (190 countries)

**Customer segments**
- Any device
- App

**Key resources**
- Cust. base
- Portfolio
- Brand

**Channels**
- Subscription
- Subscription
- Product placement

**Cost structure**
- Production
- R&D
- Licensing
- Tech dev.
- General & admin

**Revenue streams**
- Subscription
- Subscription
- Product placement
The Business Model Canvas

<table>
<thead>
<tr>
<th>Key partners</th>
<th>Key activities</th>
<th>Value propositions</th>
<th>Customer relationships</th>
<th>Customer segments</th>
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<tr>
<td>Regulators</td>
<td>Rules &amp; regulations</td>
<td>Live like a local</td>
<td>tailored</td>
<td>Travelers</td>
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<td>investors</td>
<td>maintenance marketing</td>
<td>Income via your appartement</td>
<td>Community</td>
<td>Hosts</td>
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<td>marketing</td>
<td>Booking fees</td>
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<tr>
<td>maintenance</td>
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<td>people</td>
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<tr>
<td>lawyers</td>
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</table>
The Business Model Canvas

**BUSINESS MODEL CANVAS**

**KEY PARTNERS**
- Payment processors
- Map-tech companies
- Investors

**KEY ACTIVITIES**
- Platform dev & maint.
- Marketing & Ads
- Hiring drivers
- Operations
- Driver network
- Brand

**VALUE PROPOSITION**
- Platform to connect riders with drivers
- Easiest way around
- Anywhere, Anytime
- Low cost
- Various levels of service
- Earn money when you want

**CUSTOMER RELATIONSHIPS**
- Rating system

**CUSTOMER SEGMENTS**
- Riders: People who need a ride
- Drivers: People who want to earn money driving

**CHANNELS**
- Uber App

**COST STRUCTURE**
- Employee payroll
- Driver payouts
- Legal fees
- Marketing & Ads
- Tech platform costs

**REVENUE STREAMS**
- $/KM or Mile
- Surge Pricing

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Thank you

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