



CORALIS








**Creation Of new value chain Relations through novel
Approaches facilitating Long-term Industrial Symbiosis**

Grant Agreement No 958337

Guideline 4.16: Business Model Canvas

Deliverable 10.5

Working Package: WP10

Business Model	Title:	Designed by:	Designed for:	Version:
Key Partners  <ul style="list-style-type: none"> • Key partners • Associated Partners • Key suppliers • Which key resources stem from which key partner? • Which key activities performs each key partner? • Motivation for partnership: 	Key Activities  <p>What key activities are required by the value propositions?</p> <p>Connected distribution channels?</p> <p>Affected customer relationships?</p> <p>Affected revenue streams?</p> <p>Categories</p>	Value Propositions  <p>Value delivered to customer?</p> <p>Which problem of our customer are we helping to solve?</p> <p>What bundles of products/services are we offering to each customer segment?</p> <p>Which customer needs are we satisfying?</p> <p>Characteristics</p>	Customer Relationships  <p>What type of relationship expects each customer segment to be established & maintained?</p> <p>Which ones have we established?</p> <p>How are they integrated with the rest of our BM?</p> <p>How costly are they?</p> <p>Examples</p>	Customer Segments  <p>For whom are we creating value?</p> <p>Who are our most important customers?</p>
	Key Resources  <p>What key resources are required by the value propositions and distribution channels?</p> <p>What key resources are required by the customer relationships?</p> <ul style="list-style-type: none"> • What key resources are required by the revenue streams? 		Channels  <p>Through which channels do our customer segments want to be reached?</p> <p>How are we reaching them now?</p> <p>How are our Channels integrated?</p> <p>Which ones work best?</p> <p>Which ones are most cost-efficient?</p> <p>How are we integrating them with customer routines?</p> <ul style="list-style-type: none"> • Channel phases 	

Cost Structure



What are the most important costs inherent to the BM?

Which key resources are the most expensive ones?

Which key activities are the most expensive ones?

- Is the business more cost driven or value driven?

Revenue Streams



For what value are the customers willing to pay?

For what do they currently pay?

How are they currently paying?

How would they prefer to pay?

How much does the BM revenue stream add to the overall revenue stream?

Types

Fixed pricing

Dynamic pricing