



Local facilitators and regional tutors training

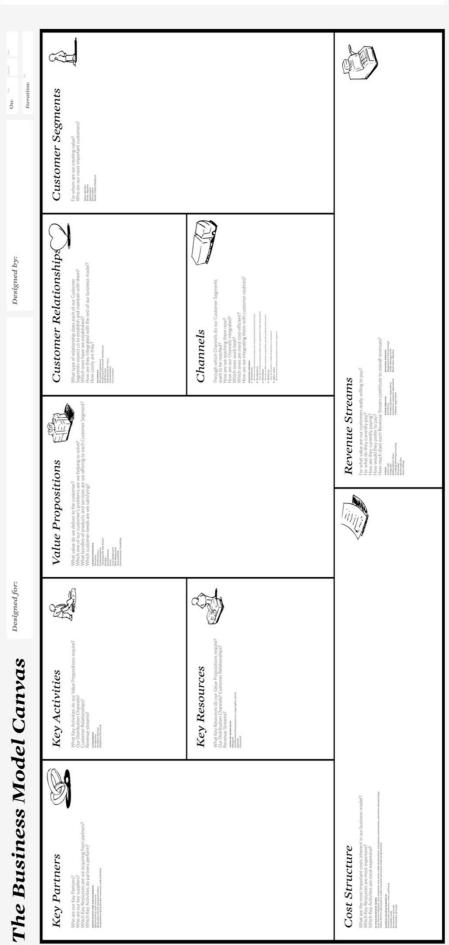
Eco-NautiNET Project

BMC (BUSINESS MODEL CANVAS) PRESENTATION





ECO-NautiNET



www.businessmodelgeneration.com











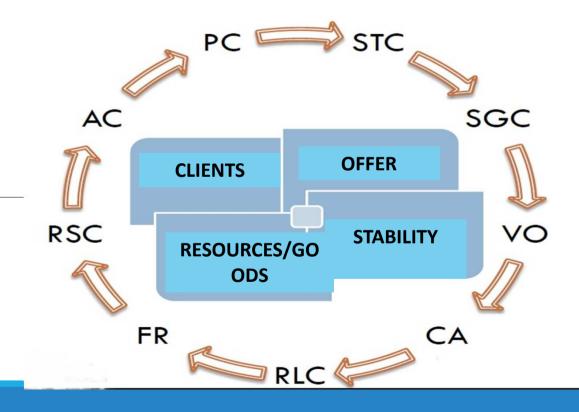
«Business Model»

- ✓ **First:** to define a common and shared business concept, simple and understandable
- ✓ **Second**: to define a commn language usefull to describe processes and helpful for discussion, design and development of project's ideas
- ✓ **Third:** to identify the main tool to be used for designing the Business Model (virtual model)





Nine (9) key elements related to the prior four (4) business areas







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di clientela
Un'organizzazione
si rivolge a uno o più
segmenti di clientela.

CLIENTS

VALUE PROPOSITION



2 Valore offerto
Cerca di risolvere
i problemi dei clienti
e di soddisfarne
le esigenze
con un valore offerto.



Il valore offerto viene presentato ai clienti attraverso canali di comunicazione, distribuzione e vendita.



Le relazioni con i clienti sono stabilite e mantenute con ciascun segmento di clientela.

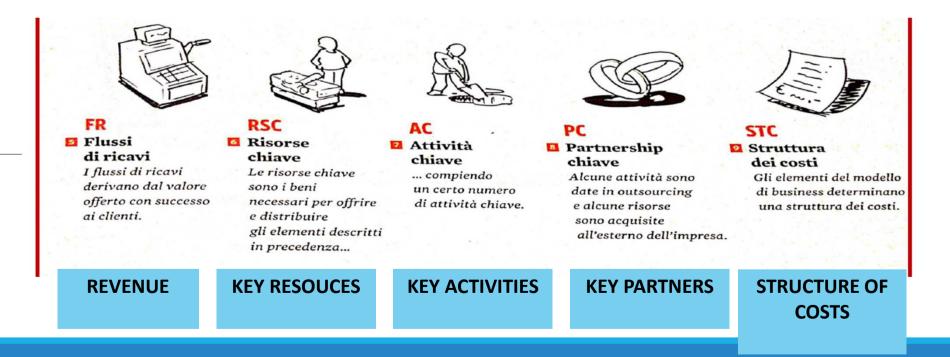
CUSTOMER RELATIONSHIP

CHANNELS





Nine (9) key elements related to the prior four (4) business areas







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1 - Key partners

Who are your key partners/suppliers?
What are the motivations for the partnerships?





2 - Key activities

What key activities does your value proposition require? What activities are important the most in distribution channels, customer relationships, revenue stream...?





3 - Value Proposition

What core value do you deliver to the customer? Which customer needs are you satisfying?





4 - Customer Relationship

What relationship that the target customer expects you to establish?

How can you integrate that into your business in terms of cost and format?





5 - Customer Segment

Which classes are you creating values for? Who is your most important customer?





6 - Key Resource

What key resources does your value proposition require? What resources are important the most in distribution channels, customer relationships, revenue stream...?



ADRION ADRIATIC-IONIAN

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Interreg

Canali

Attraverso quali canali vogliono essere In che modo li stiamo raggiungendo? Come sono integrati i nostri canali? raggiunti i nostri clienti?

Quali funzionano meglio?

Come li stiamo integrando con le abitudini dei clienti? Quali sono i più efficienti, a livello di costi?

FASI DEI CANALI

1. Consapevolezza

Come aumentiamo la consapevolezza dei prodotti e servizi della nostra azienda?

Come facciamo ad aiutare i nostri clienti a valutare il valore offerto dalla nostra azienda? 2. Valutazione

Come possono i clienti, acquistare specifici prodotti e servizi della nostra azienda? 3.Acquisto

In che modo consegniamo il valore offerto ai clienti? 4.Consegna

Come forniamo assistenza post vendita?





7 - Distribution Channel

Through which channels that your customers want to be reached? Which channels work best? How much do they cost? How can they be integrated into your and your customers' routines?





Struttura dei costi

Quali sono i costi più importanti del nostro Business Model? Quali delle Risorse chiave sono le più costose? Quali delle Attività chiave sono le più costose?

LA TUA ATTIVITÀ È PIÙ:

Orientata al costo (struttura dei costi snella, valore offerto a basso costo, massima automazione, outsourcing spinto) Orientata al valore (focalizzata sulla creazione del valore, valore offerto premium)

ESEMPI DI CARATTERISTICHE: Costi fissi (salari, affitti, utilities)

Costi variabili

Economie di scala

Economie di gamma





8 - Cost Structure

What are the most cost in your business?
Which key resources/ activities are most expensive?





9 - Revenue Stream

For what value are your customers willing to pay? What and how do they recently pay? How would they prefer to pay? How much does every revenue stream contribute to the overall revenues?





Application of BMC to networks of companies BMC as tool for creating business model for SMEs

Why using BMC?

- ✓ To overcome mutual resistances by a first work experience
- \checkmark To undestand logics of value creation and proposition
- √ To provide tools and methods for strategic planning







2 POSSIBLE INTEGRATIONS WITHIN A NETWORK

HORIZONTAL INTEGRATION Companies operating in the same phase of the production process and realize the some activity

USING BMC FOR MAKING UNDERSTANDABLE HOW:

- ✓ Overcoming the competitors thank to the reduction of costs ;
- ✓ Increasing the value for the final client,influencing on the revenue of each company;✓ Increasing efficiency of the distribution and
- Increasing efficiency of the distribution and supply channels

VERTICAL INTEGRATION: companies operating in different phases of the production process; supply chain)

USING BMC FOR UNDERSTAND HOW IT WOULD BE POSSIBLE:

- ✓ Increasing the value of the service/product;
- ✓ Diversifing the clients;
- ✓ Reducing costs thank to the virtuous cooperation generated by the network itself

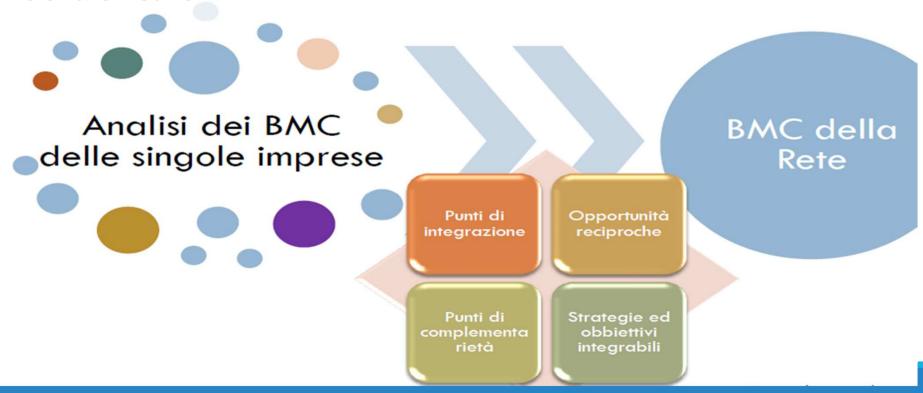




And now?

1: BMC of the single enterprise

2: BMC of the Network







THANK YOU FOR YOUR ATTENTION!

abattaglia@ra.cna.it



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