BM Canvas 15 Examples (v1.2)
from Invention Capital

The Business Model Canvas

Company: <u>Financial Engineering</u>

Key Partners

- **Data Providers**
- **Clients acquisitors**
- **Banks**
- **Hedge Fund Orgs**

Key Activities

- Daily **data mining**
- Clients **biz development**
- **Optimization** of systems
- Invention of **new quant systems**

Key Resources

- Quant **Software**
- **Patent** Portfolio
- **Inventors** (NTU)
- Phase 2: **Funds**

Value Proposition

Performance:
- Cash cow
- Outperforms the market by 14% to 32%

Risk Reduction:
- Maximum drawdown of 4% to 6%

Customer Relationships

Dedicated personal assistance with Banks & Hedge Fund Org

Channels

- **Direct sales** to Banks / Hedge Fund
- **Web sales**: For retail investors

Customer Segments

Niche Market:
- Banks
- Hedge Fund Org s

Mass Market:
- Retail investors

Segmented (Phase 2):
- High net worth investors

Cost Structure

- **Sales & Marketing**
- **R&D** for subsequent systems
- **IPs Management**
- Data **subscriptions**

Revenue Streams

- **Licensing**, upfront & % of profits
- Weekly **data feeds**
- **Subscription** fees
- Phase 2: **Mgt** fee + **Performance** fee

The Business Model Canvas

Company: <u>Donation Portal</u>

Key Partners

- DBS financial institution (payment gateway pricing)
- CSEP social sector (endorsement within sector)
- Local Distribution Partners [Identity protected by NDA – in negotiations] (Marginal incremental cost and wider reach from start)
- SD technology partners (flexibility and agility in development, mobilize 20-man team only when needed, lower overhead)

Key Activities

- Problem solving
- Platform
- Endorsement from network

Key Resources

- Technical Knowledge
- Social Sector Network

Value Proposition

- Trust
- Convenience
- Network Externalities

Customer Relationships

- Communities
- Co-Creation
- Personal Assistance

Channels

- Platform
- SaaS
- Local Distribution Partners

Customer Segments

- Fragmented Donors (Groups of fundraiser who are already doing something but looking for a way to improve effectiveness/fun factor)
- Unorganized Donors (Individuals who believe in a cause but don't know how to rally enough support)

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- Unknown Charities (Lower profile charities who need greater visibility to achieve fundraising targets)

Cost Structure

- Eliminate Cost (User generated content, self help community, no in house S&M, community marketing)
- Reduce Cost (R&D partially funded by customized projects for premium clients, Tech partners reduce idle time overhead)

Revenue Streams

- Licensing Software (feature/volume dependant)
- Usage Fee (Dynamic Pircing)
- Asset Sale (User behavior and demographics)

The Business Model Canvas

Company: Ice Cream

Key Partners

- KP1: Alliances with current industry players for knowledge capital
- KP2: Collaboration with food retailers for joint-marketing
- KP3: Alliance with franchise building companies for overseas expansion

Key Activities

- KA1: Market Research & cust understanding
- KA2: Ops Mgt & Logistic Plan
- KA3: Product Development

Key Resources

- KR1: Food science, marketing, branding expertise and $$
- KR2: Ice cream machine, freezer and chiller

Value Proposition

- VP1: The ONLY frozen dessert that gives BOTH taste and health benefits.
- VP2: The ONLY frozen dessert that does not use milk, cream and eggs. Hence, suiting even strict dietary requirements.

Customer Relationships

- CR1: Customer Acquisition by giving many trial samples
- CR2: Retention with constant new flavors and engaging activities

Channels

- C1: Sales Store
- C2: Social Networking Sites
- C3: News press
- C4: PR Events

Customer Segments

- CS1: Ice cream eaters looking for healthier alternative
- CS2: Super Health Conscious Ind.
- CS3: Vegetarian
- CS4: Lactose Intolerant
- CS5: Food Retailers

Cost Structure

- CO1: Machinery
- CO2: Staff cost
- CO3: Rental
- CO4: Branding, A&P

Revenue Streams

- RS1: Sales @ Stores
- RS2: Sales @ Mobile Events
- RS3: Sales to Retailers
- RS4:

The Business Model Canvas

Key Partners
- Mobile Games Developers
- Manga Artists
- Anime Bloggers

Key Activities
- Social Gaming Research
- Data Analytics
- Game Design and Development

Key Resources
- Proprietary knowledge
- Partnerships
- Customer databases

Value Proposition
- Design: Manga style
- Customization

Customer Relationships
- Communities
- Automated Notifications
- After Sales Support Services

Channels
- Social Networks
- mangacastle.com
- Blogs about social games

Customer Segments

Niche: Gamers who like manga style

Mass Market: Social Gamers

Cost Structure
- Marketing and Sales
- Artists, Designers and Developers

Revenue Streams
- Sales of virtual items
- Revenue sharing with mobile game developers
- Sales of game merchandises
- Lead Generation
- Advertising

The Business Model Canvas

Key Partners

• Traditional travel agents and travel operators

• Online travel agents and travel aggregators

• Travel merchandise suppliers

•Smoov (mobile applications provider)

•Backpackers hostels

•Organisations/ Corporations planning travel for members

Key Activities

•Building of high quality database & website content

•Building strategic alliances with partners

• Marketing
  •Strong SEO
  •Use of social networking sites
  •Creating overseas alliances

Key Resources

• High quality database of activities and tours – ensured by FB's personal contacts with all key partners

• Dedicated full-time management team

Value Proposition

• **Convenient**

• **Highly efficient**

•Explore environmentally and socially responsible travel options at **zero cost**

•**Seamless** planning and booking experience

Customer Relationships

•Automated personalisation of website & newsletters (e.g. Amazon.com).

•Automated point-accumulation system for repeat customers/ referrals

•Constant feedback system in place (both during the planning/booking process & post-trip)

•Encouraging customer reviews & stories shared

Channels

• FB website & Facebook page

•Smoov platform on Wireless@SG

• Backpacker hostels

• Student organisations

•Word of mouth

Customer Segments

Youth between the ages of 18 to 35. Possible standard profiles:

• 'Free-n-easy' students

• Student organisers (for school trips or personal trips)

• Backpackers

• Young working adults who just need a hassle-free break

Cost Structure

• Human resource
• Market Research
• Marketing/Publicity

•Overseas Communications
  •Calls
  •Business trips (to make personal contact & alliances with key partners)

Revenue Streams

•Pre-determined commissions
  •Sale of travel activities / packages
  •Sale of travel merchandise
  •% of donations/sales received via *Gift of Love*

• Advertising

The Business Model Canvas

Key Partners	Key Activities	Value Proposition	Customer Relationships	Customer Segments
•Web content developer	• Marketing • Usability Testing •To make TinkrBox as user friendly and interactive as possible	• Ability to playback videos from various sources in one centralized location • Make multiple link sharing easy where it allows users to combine several URL and generate one easy to share URL	• Switching cost • Habit (Got used to it)	• Mass Market • People who are active in video sharing sites •Researchers
	Key Resources • People • Branding • TB Software		**Channels** • Search Engine • Blogs •iPhone App •Browser Extensions	

Cost Structure	Revenue Streams
• People • Development • Marketing and Sales	• Advertising • Licensing of technology (API)

The Business Model Canvas

Key Partners

- Manufacturers
- Plant Nurseries
- OEM
- NEA
- SPRING Singapore

Key Activities

- Product R&D
- Assembly & packaging
- Marketing
- Sales

Key Resources

- People
- Content & Agreements
- Patent – Product Tech
- Trade Secret – Microbe
- Research Expertise
- Unique brand positioning

Value Proposition

- Natural way of purifying air
- Pioneer in VOC removal
- Personalised VOC targetting
- Design aesthetics & sophistication

Customer Relationships

- Customer-retention centric
- Membership & personal accts
- Newletters
- Promotions, lotteries & surprise visits
- Robust post-sales service

Channels

- Internet direct sales
- Roadshows
- Retail stores
- Corporates

Customer Segments

- Offices
- Homes
- Hospitals & Clinics
- Large-scale industrial projects

Cost Structure

- Salaries
- Utilities
- R&D
- Assembly & packaging
- Logistics
- Marketing
- Sales

Revenue Streams

- Individual product units
- Plant module cartridges
- Microbial culture
- Product maintenance

The Business Model Canvas

Key Partners

- KP1: 28 hospitals and rehabilitation centers. Over 50-60 elderly day care and homes (Sg)
- KP2: Singapore Physiotherapy Association, Sing health (Major Organizations)
- KP3: Local and global licensee (Rehabilitation equipments)

Key Activities

- KA1: Research on elderly mobility and needs
- KA2: R & D of innovative and effective products
- KA3: Prototyping

Key Resources

- KR1: Innovative ideas relating to elderly needs
- KR2: Network of local/global licensees

Value Proposition

- VP1: Branding-Innovative and effective products that creates need
- VP2: Complement to existing mobility aids.
- VP3: Working with established local/global players (market penetrating distribution channels)

Customer Relationships

- CR1: Sorgen's product complement existing equipments
- CR2: Overcomes pain points

Channels

- C1: Local/ Global established rehab distributors (retail/ mass)
- Exhibitions

Customer Segments

- CS1: Walking frame users (local/global)
- CS2: Rehabilitation centers/ VWOs/ homes

Cost Structure

- CO1: R and D Cost
- CO2: Prototyping
- CO3: Product Liability Insurance?

Revenue Streams

- RS1: Local Organizations (more than 78)
- RS2: Licensing local/global non exclusive (upfront +royalty)
- RS3: Exhibitions

The Business Model Canvas

Key Partners

- Razer (bundling of peripherals, introduction of industry contacts)
- Scorpia Proshop (specialist retailer)
- PC part suppliers (e.g. Ban Leong, Corbell)
- ODM Innovations (mentoring, design and manufacturing of cases)

Key Activities

- KA1: Market Research & customer understanding
- KA2: Ops Mgt & Logistic Planning
- KA3: Product Development

Key Resources

- KR 1: Thermodynamics research, marketing, branding expertise and cash
- KR2: Mineral Oil, Testing facilities, moulds, PC parts

Value Proposition

- VP1: New cooling technology
- VP2: Energy efficient
- VP3: Quiet
- VP4: Almost maintenance-free

Customer Relationships

- CR1: Customer acquisition via reviews from opinion leaders
- CR2: Retention of customers via buyback programme

Channels

- C1: Retailers (e.g. Scorpia Proshop, Gamepro Shop)
- C2: Online store
- C3: Social Networking
- C4: PR events (e.g. pre-order event, tournaments)

Customer Segments

- CS1: Gamers lacking hardware know-how
- CS2: Gamers lacking time to do own assembly and/or troubleshooting
- CS3: People using resource-hungry software (e.g. AutoCAD, 3DSMax)
- CS4: Entertainment industry people who need silent PCs

Cost Structure

- CO1: Manufacturing
- CO2: Rental
- CO3: R&D
- CO4: Staff costs
- CO5: Branding, Advertising & Promotion

Revenue Streams

- RS1: Online Sales
- RS2: Sales via retailers
- RS3: Sales via events

The Business Model Canvas

Company: <u>Tablets</u>

Key Partners

- Spring Singapore
- ACE
- Eyesight(gesture control technology)

Key Activities

- Technology Development- designing ICs'
- Framework & Algorithm development for technology
- Product Development

Key Resources

- NTU Labs
- Fifth Element(Industrial designs)

Value Proposition

- Bigger Screen
- Longer battery life
- Charging the phone while using it as a tablet
- No worries about syncing
- All data on a single device

Customer Relationships

- Warranty for our products
- Customizable Products

Channels

E-commerce
- Amazon
- Kickstarter
- AngelList

Retailers
- BestBuy

Customer Segments

- Smartphone users
- Educators for teaching courses
- Inflight entertainment
- Automobile industry

Cost Structure

- Manufacturing Line
- Research and prototyping
- Salary
- Molding/Casting
- Warehousing
- Marketing
- Patents Filing and Maintenance

Revenue Streams

- Direct Sales
- Indirect Sales
- Licensing out patents
- Customizable APIs

The Business Model Canvas

Key Partners

- Professional service providers and freelancers
- Government agencies in the area of silver, employment and community issues

Key Activities

- Infrastructure development
- marketings
- PR events
- partnerships

Key Resources

- Network of people
- Unique infrastructure

Value Proposition

- Convenience of obtaining services through community means and professional providers
- Bridging traditional businesses to new age consumers

Customer Relationships

- Gamification system to boost community growth
- Self-Service with certain amount of assistance

Channels

- FlagAHero website and mobile apps
- Marketing Events

Customer Segments

- mass markets, age 20 to 40
- large corporations

Cost Structure

- Development Costs
- Office Rentals
- Marketing and PRs
- Working allowances for entire team

Revenue Streams

- Commissions through successful transactions
- Advertising revenues

The Business Model Canvas

Company: Photo Social Networking

Key Partners

- Photographers

Key Activities

- Development and scaling of website
- Data mining and development of recommendation algorithms
- Marketing

Key Resources

- Proprietary recommendation algorithms
- Database of users and photos

Value Proposition

- Tools to target the right audience based on individual preferences and push photos to them
- Intuitive user experience

Customer Relationships

- Communities around challenges
- Personalized recommendations of photos

Channels

- Website
- Search engine
- Social media
- Blog

Customer Segments

- Photographers who want their work to be seen but are finding it hard to reach out to an audience

Cost Structure

- Developers
- Marketing
- Hosting and maintenance

Revenue Streams

- Sale of credits
- Marketplace for photos
- Advertising through challenges

The Business Model Canvas

Key Partners

-NGOs in the area, (who are working to alleviate poverty) e.g. (Street children foundation, association for visually impaired, disabled association, microenterprise/ poverty alleviation programs)
-Entrepreneurial Organizations
-Village Chiefs
-community leaders
-Press

Key Activities

-Location selection for business competition
-Pre-business competition marketing
-5-day business competition
-Post business competition mentorship & business development
-Raising of investment for business competition
-Marketing & reporting of usage of funds

Key Resources

-Business consultants to mentor portfolio entrepreneurs
-Successful branding & track record for both communities we work in and with investors
-Investment funds from social impact investors

Value Proposition

To investors:
-An avenue to invest impactfully with close monitoring & support
-Guaranteed social impact AND possible financial returns
To portfolio entrepreneurs
-Flexible Funding in a profit sharing agreement
-Knowledge & skills transfer
-Free business consultancy
-Business plan mentorship
-Technologies procurement
-Inspiration, hope & motivation

Customer Relationships

For Investors
-Semi-annual updates on progress of entrepreneurs
For portfolio entrepreneurs
-Individualized mentorship for each portfolio entrepreneur

Channels

NGOs
-Village Chiefs
-Community leaders
-Schools
-Radio
-Newspaper
-Entrepreneur organizations

Customer Segments

Main category
-People in poverty
Sub category
-People who have started a business, but cannot is struggling to expand
-People who want to start a business but has no help/funding.

Cost Structure

-Office costs
-Business consultants costs
-Competition costs (Pre/during/post)
-Marketing costs
-Logistics of organizing tours & courses

Revenue Streams

-Shared profits from entrepreneur's business every business cycle
-Sale of equity stake in portfolio entrepreneur
-Organizing of tours for people in developed countries to visit entrepreneurs, live with them, help them
-Organizing of courses for tourists in the city to learn about local culture (knitting, candle-making, local-beer making, jam-making)
-management fees from investors

The Business Model Canvas

Key Partners	Key Activities	Value Proposition	Customer Relationships	Customer Segments
• Payment gateways	• Web and app development • Fashion technology refinement • Fashion library expansion	• No evil matching web and mobile advertising network • Web and mobile commerce platforms with sales metrics • Trend observation • Geographical sales reach	• Key account management • Customer acquisition via sales meeting	• Boutiques and designer's labels • Blogshops
	Key Resources • Funds • Team members		**Channels** • Social Networking sites • PR Events • News press	

Cost Structure	Revenue Streams
• Sales and marketing • Technology research • Developers • Fashion analysts	• Transaction fees • Click money • Affiliation • Consultation

The Business Model Canvas

Company: F&B

Key Partners

- Fruit Suppliers
- Health Promotion Board
- Health Service Providers
- Agri-Food & Veterinary Authority
- Food Bloggers
- School
- Event Companies

Key Activities

- Takeaway Concept
- Menu Design
- Quality Control and Assurance
- Packaging Patent
- Nutrition Analysis

Key Resources

- Fruits
- Human Resource (Employees and Mgmt Team)
- Kitchen Equipments and Utensils
- Technology system such as POS and data interface

Value Proposition

- Cultivating wholesomeness through the creative use of fruits in the food menu

Customer Relationships

- Personal Services
- Customer Loyalty and Retention
- Loyalty Club

Channels

- Direct –
(1) Takeout, Delivery & Dine-in
- Indirect –
(1) Order and Delivery
(2) Advertisement through our menu

Customer Segments

- White collar workers who are increasingly more health conscious
- Newly wed couples starting family or with kids

Cost Structure

- Fixed Cost (Rent, Overheads, Leasing of Equipments, Salary etc)
- Variable Cost
- Raw Material Cost
- Capital
- Advertisements
- Packaging Patent

Revenue Streams

- Takeaway
- Delivery
- Workshops and Events