<table>
<thead>
<tr>
<th>Key Partners</th>
<th>Key Activities</th>
<th>Value Proposition</th>
<th>Customer Relationships</th>
<th>Customer Segments</th>
</tr>
</thead>
<tbody>
<tr>
<td>- The people / structure that can help you find your key resources (or even provide them!)</td>
<td>- The activities you need to perform in order to deliver your solution.</td>
<td>- The value proposition your solution offers - what you do and why it better or unique.</td>
<td>- The customer relationship you develop with which one of your segments and/ or for each one of your activities - how you deliver your activities.</td>
<td>- The groups you believe to be interested in your solution; the people you want to buy and/ or use your solution.</td>
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</tbody>
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<thead>
<tr>
<th>Key Resources</th>
<th>Channels</th>
<th>Common Good</th>
<th>CC Licenses</th>
</tr>
</thead>
<tbody>
<tr>
<td>- The resources you need to perform the key activities (starting with the team!)</td>
<td>- The channel you use to approach your segments.</td>
<td>- Highlight the common good (social, environmental, cultural...) intrinsic to your value proposition.</td>
<td>- Using the licenses for your own production/ works is a way to reach your segments more rapidly and make sure they'll keep sharing, reusing and remixing it, giving you feedback and helping you improve your work.</td>
</tr>
</tbody>
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<tr>
<th>CC Licensed Work</th>
<th>Common Good</th>
</tr>
</thead>
<tbody>
<tr>
<td>- CC licensed materials/ content/ products one can find online to use and remix and integrate in your own production/ works, reducing production costs and gaining access to an immense network of creative people.</td>
<td>- Highlight the common good (social, environmental, cultural...) intrinsic to your value proposition.</td>
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<th>Cost Structure</th>
<th>Revenue Streams</th>
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<td>- The costs you will have for putting resources together and performing the activities as you planned (partnerships and CC licensed work can help reduce your cost structure).</td>
<td>- The revenues you will have for delivering your solution through the channels you selected and the relationships you established with your customers (different segments and the adoption of CC licenses in your own production can help increase your revenue streams).</td>
</tr>
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<td>Key Partners</td>
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**Why?**

**Key Resources**

**CC Licensed Work**

**Common Good**

**Channels**

**CC Licenses**

**Cost Structure**

**Revenue Streams**
### Key Partners
- Who are our Key Partners?
- Who are our suppliers?
- Which Key Resources are we acquiring from partners?
- Which Key Activities do partners perform?

### Motivations for Partnerships
- Optimization and economy
- Reduction of risk and uncertainty
- Acquisition of particular resources and activities

### Key Activities
- What Key Activities do our Value Propositions require?
- Our Distribution Channels?
- Customer Relationships?
- Revenue streams?

### Categories
- Production
- Problem Solving
- Platform/Network

### Key Resources
- What Key Resources do our Value Propositions require?
- Our Distribution Channels?
- Customer Relationships?
- Revenue Streams?

### Types of resources
- Physical
- Intellectual (brand patents, copyrights, data)
- Human
- Financial

### Value Proposition
- What value do we deliver to the customer?
- Which one of our customer’s problems are we helping to solve?
- What bundles of products and services are we offering to each Customer Segment?
- Which customer needs are we satisfying?

### Characteristics
- Newness
- Performance
- Customization
- "Getting the Job Done"
- Design
- Brand/Status
- Price
- Cost Reduction
- Risk Reduction
- Accessibility
- Convenience/Usability

### Customer Relationships
- What type of relationship does each of our Customer Segments expect us to establish and maintain with them?
- Which ones have we established?
- How are they integrated with the rest of our business model?
- How costly are they?

### Channels
- Through which Channels do our Customer Segments want to be reached?
- How are we reaching them now?
- How are our Channels integrated?
- Which ones work best?
- Which ones are most cost-efficient?
- How do we integrate with customer routine?

### Key Partners
- Who are our Key Partners?
- Who are our suppliers?
- Which Key Resources are we acquiring from partners?
- Which Key Activities do partners perform?

### Cost Structure
- What are the most important costs inherent in our business model?
- Which Key Resources are most expensive?
- Which Key Activities are most expensive?

### Is your business more
- Cost Driven (least cost structure, low price value proposition, maximum automation, outsourcing)
- Value Driven (focused on value creation, premium value proposition)

### CC License
- Which Creative Commons license will I use?
- How does license choice affect the business?

### Categories
- Public Domain Mark
- CC0
- CC BY
- CC BY-SA
- CC BY-NC
- CC BY-NC-SA
- CC BY-NC-ND

### Social Good
- Beyond revenue and profits what social good is generated by this business?

### Revenue Streams
- For what value are our customers really willing to pay?
- For what do they currently pay?
- How are they currently paying?
- How would they prefer to pay?
- How much does each Revenue Stream contribute to overall revenues?

### Types
- Asset sale
- Usage fee
- Subscription Fees
- Lending/Renting/Leasing
- Licensing
- Brokerage fees
- Advertising

### Fixed Pricing
- List price
- Product feature dependent
- Customer segment dependent
- Volume dependent

### Dynamic Pricing
- Negotiation (bargaining)
- Yield management
- Real-time market

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