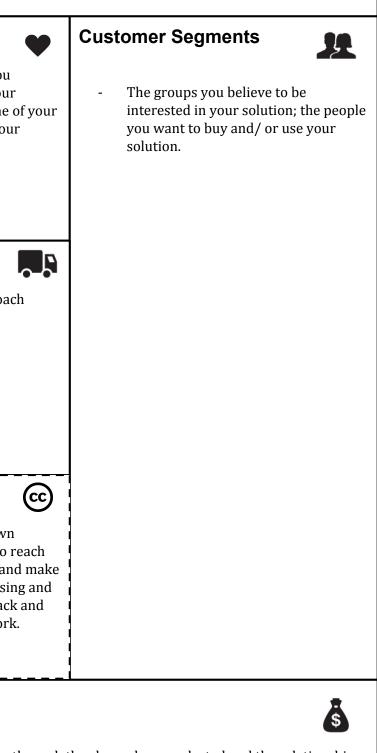
## CC Open Business Model Canvas Designed for:

Designed by:

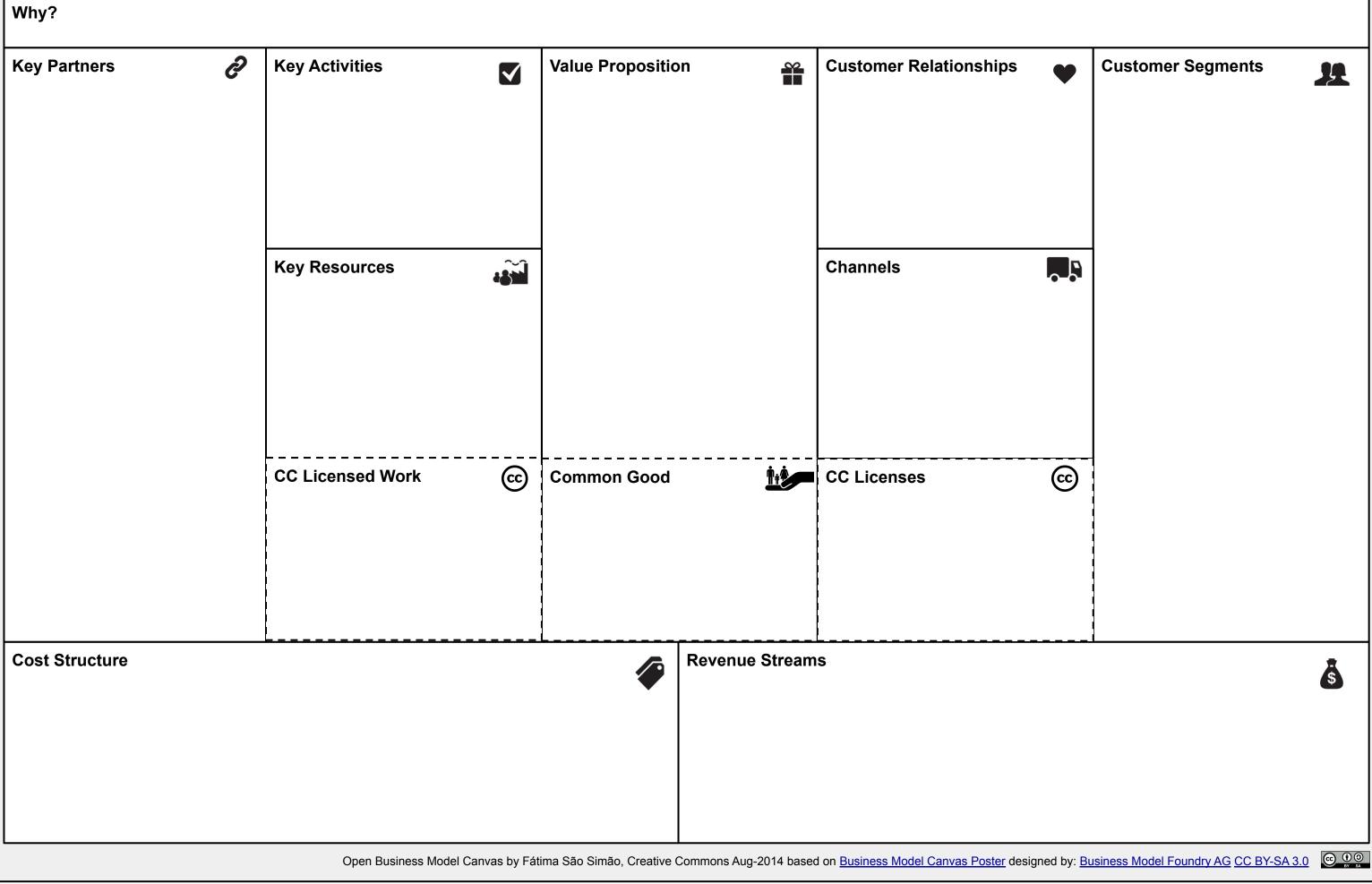
Key Partners	Key Activities	Value Proposition	Customer Relationships
- The people / structure that can help you find your key resources (or even provide them!	- The activities you need to perform in order to deliver your solution.	- The value proposition your solution offers - what you do and why is it better or unique.	- The customer relationship you develop with which one of your segments and/ or for each one o activities - how you deliver your activities.
	Key Resources - The resources you need to perform the key activities (starting with the team!)		Channels - The channel you use to approach your segments.
	CC Licensed Work	Common Good	CC Licenses
	- 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.	<ul> <li>Highlight the common good (social, environmental, cultural) intrinsec to your value proposition.</li> </ul>	- Using the licenses for your own production/ works is a way to re your segments more rapidly and sure they'll keep sharing, reusin remixing it, giving you feedback helping you improve your work.
	resources together and performing the activities as c can help reduce your cost structure).	you establishe	<b>IS</b> you will have for delivering your solution th d with your customers (different segments help increase your revenue streams).



through the channels you selected and the relationships nts and the adoption of CC licenses in your own

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## **Open Business Model Canvas Questions**

Overall Open Environment Business Fits In? What is the bigger open context your business sits within? What open movements exist already that your open business will build on and participate in? What is the shared outcome set				
Key Partners	Key Activities	Value Proposition	Customer Relationships	
Who are our Key Partners? Who are our key suppliers? Which Key Resources are we acquairing from partners? Which Key Activities do partners perform? <b>Motivations for Partnerships</b> Optimization and economy Reduction of risk and uncertainty Acquisition of particular resources and 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	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? <b>Characteristics</b> Newness Performance Customization "Getting the Job Done" Design Brand/Status Price Cost Reduction Risk Reduction Accessibility Convenience/Usability	What type of relationship does each of Customer Segments expect us to estat and maintain with them? Which ones have we established? How are they integrated with the rest business model? How costly are they? <b>Examples</b> Personal assistance Dedicated Personal Assistance Self-Service Automated Services <b>Channels</b> Through which Channels do our Cust 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 rest	
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 (leanest cost structure, low price value proposition, maximum automation, outsourcing) Value Driven (focused on value creation, premium value proposition)	CC License Commons license will I use? How does license choice affect the business? Categories Public Domain Mark CC0 CC BY CC BY-SA CC BY-ND CC BY-NC 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 StreamsFor what value are our customers realFor what do they currently pay?How are they currently paying?How would they prefer to pay?How much does each Revenue StreamTypesFixed PAsset saleList priceUsage feeProductSubscription FeesCustomeLending/Renting/LeasingVolumeLicensingBrokerage feesAdvertising	

sought and how is it mutually beneficial?			
	Customer Segments		
of our ablish	Who are our most important customers?		
st of our	Niche Market Segmented Diversified Multi-sided Platform		
tomer			
routine?			
ally willing	to pay?		
m contribut	e to overall revenues?		
Pricing ce t feature deper er segment de e dependent			