

## Why?

### Key Partners

- The people / structure that can help you find your key resources (or even provide them!)

### Key Activities

- The activities you need to perform in order to deliver your solution.

### Value Proposition

- The value proposition your solution offers - what you do and why is it better or unique.

### Customer Relationships

- The customer relationship you develop with which one of your segments and/ or for each one of your activities - how you deliver your activities.

### Customer Segments

- The groups you believe to be interested in your solution; the people you want to buy and/ or use your solution.

### 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

- 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.

### Common Good

- Highlight the common good (social, environmental, cultural...) intrinsic to your value proposition.

### CC Licenses

- 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.

### Cost Structure

- 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).

### Revenue Streams

- 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).

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Key Activities 

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CC Licenses 

Cost Structure 

Revenue Streams 

## 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 sought and how is it mutually beneficial?

<p><b>Key Partners</b> </p> <p>Who are our Key Partners? Who are our key suppliers? Which Key Resources are we acquiring from partners? Which Key Activities do partners perform?</p> <p><b>Motivations for Partnerships</b> Optimization and economy Reduction of risk and uncertainty Acquisition of particular resources and activities</p>	<p><b>Key Activities</b> </p> <p>What Key Activities do our Value Propositions require? Our Distribution Channels? Customer Relationships? Revenue streams?</p> <p><b>Categories</b> Production Problem Solving Platform/Network</p>	<p><b>Value Proposition</b> </p> <p>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?</p> <p><b>Characteristics</b> Newness Performance Customization "Getting the Job Done" Design Brand/Status Price Cost Reduction Risk Reduction Accessibility Convenience/Usability</p>	<p><b>Customer Relationships</b> </p> <p>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?</p> <p><b>Examples</b> Personal assistance Dedicated Personal Assistance Self-Service Automated Services</p>	<p><b>Customer Segments</b> </p> <p>Who are our most important customers?</p> <p>Mass Market Niche Market Segmented Diversified Multi-sided Platform</p>			
<p><b>Cost Structure</b> </p> <p>What are the most important costs inherent in our business model? Which Key Resources are most expensive? Which Key Activities are most expensive?</p> <p><b>Is your business more</b> Cost Driven (leanest cost structure, low price value proposition, maximum automation, outsourcing) Value Driven (focused on value creation, premium value proposition)</p>	<p><b>CC License</b> </p> <p>Which Creative Commons license will I use? How does license choice affect the business?</p> <p><b>Categories</b> Public Domain Mark CC0 CC BY CC BY-SA CC BY-ND CC BY-NC CC BY-NC-SA CC BY-NC-ND</p>	<p><b>Social Good</b> </p> <p>Beyond revenue and profits what social good is generated by this business?</p>	<p><b>Revenue Streams</b> </p> <p>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?</p> <table border="0"> <tr> <td data-bbox="1849 1663 2191 1884"> <p><b>Types</b> Asset sale Usage fee Subscription Fees Lending/Renting/Leasing Licensing Brokerage fees Advertising</p> </td> <td data-bbox="2206 1663 2533 1804"> <p><b>Fixed Pricing</b> List price Product feature dependent Customer segment dependent Volume dependent</p> </td> <td data-bbox="2564 1663 2843 1774"> <p><b>Dynamic Pricing</b> Negotiation (bargaining) Yield management Real-time market</p> </td> </tr> </table>		<p><b>Types</b> Asset sale Usage fee Subscription Fees Lending/Renting/Leasing Licensing Brokerage fees Advertising</p>	<p><b>Fixed Pricing</b> List price Product feature dependent Customer segment dependent Volume dependent</p>	<p><b>Dynamic Pricing</b> Negotiation (bargaining) Yield management Real-time market</p>
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