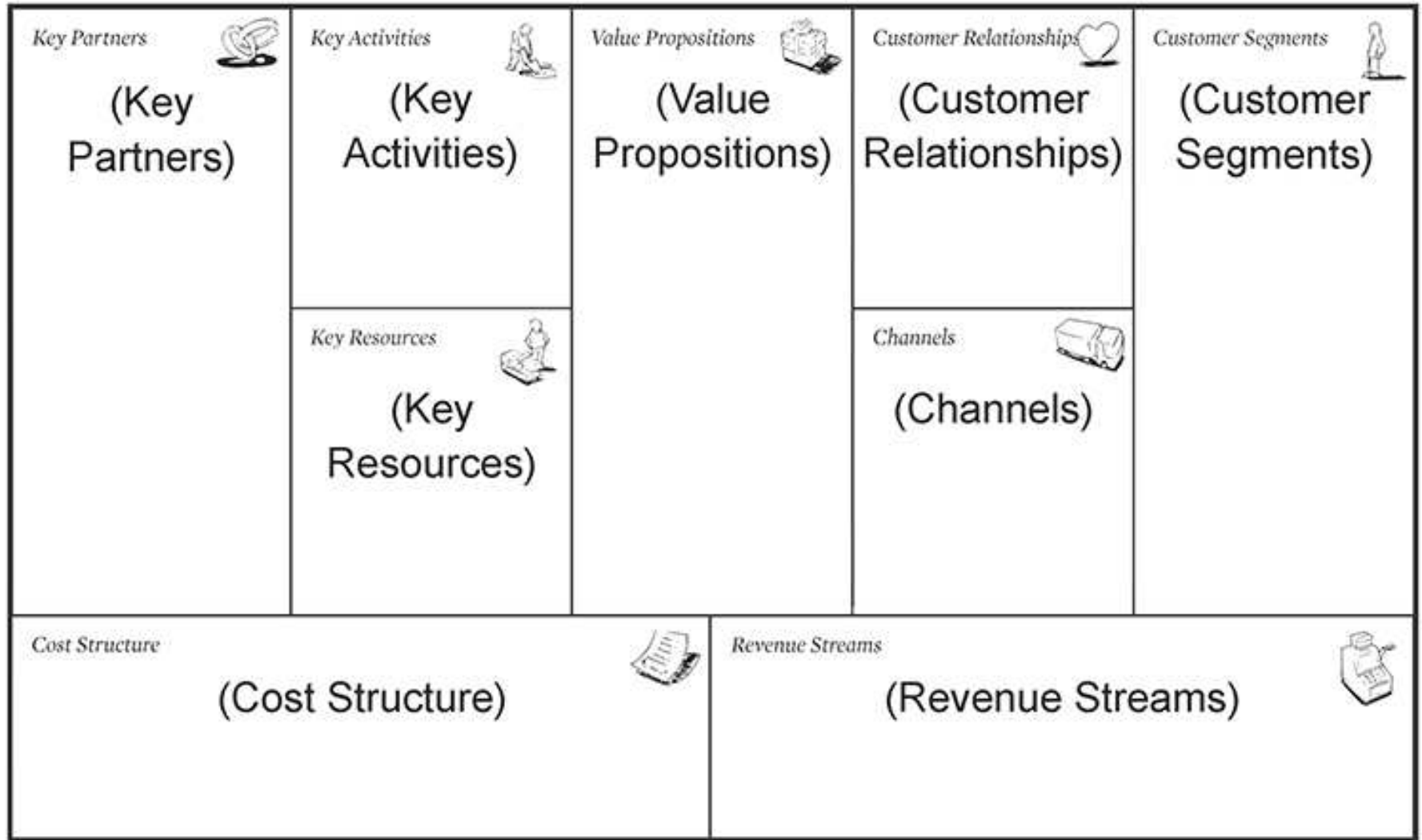


The **Focused** Business Model

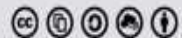
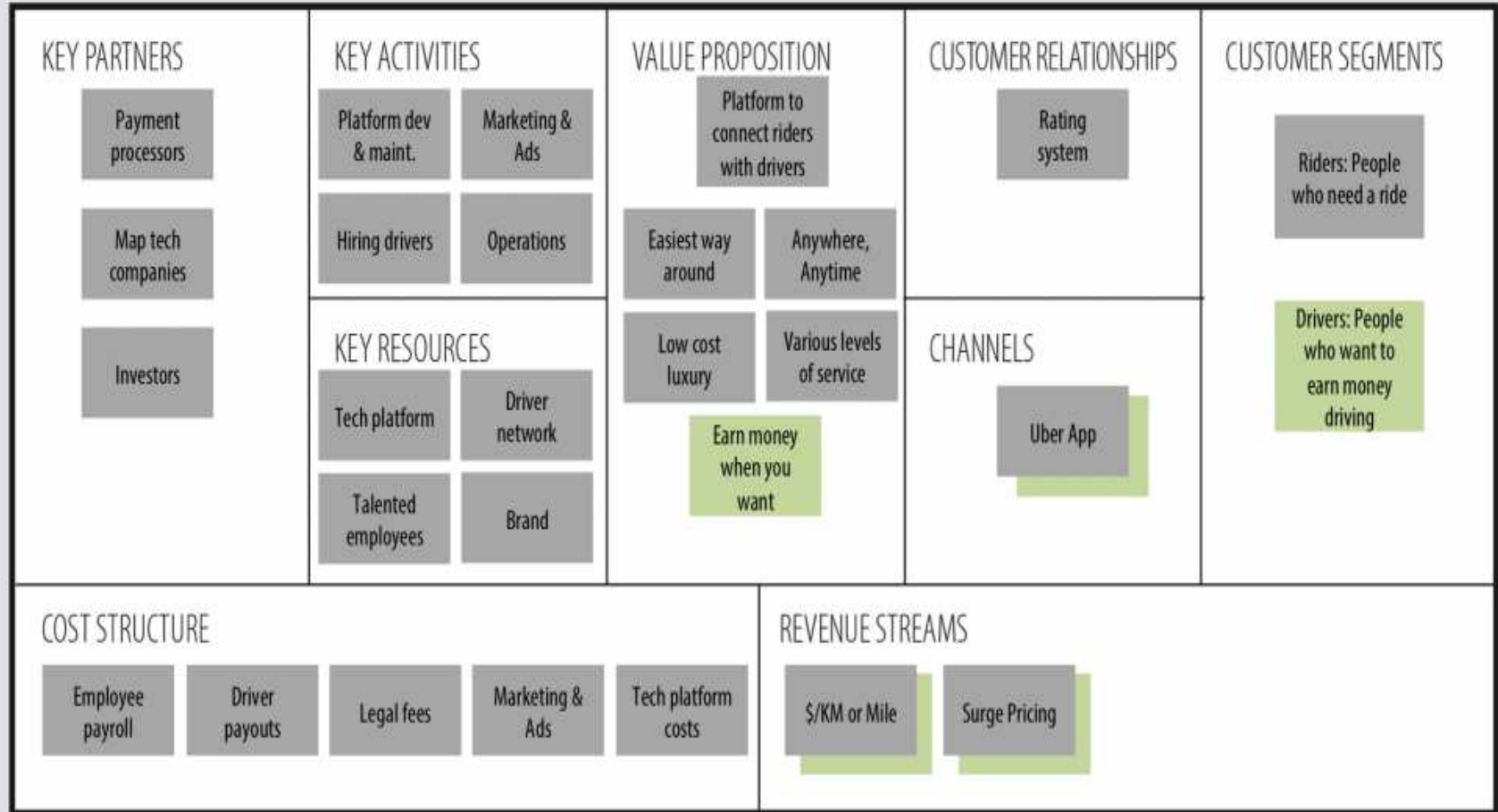
CEO In Practice®

- What is A Business Model?
 - A business model is a strategic management and entrepreneurial tool, which describes the organization's targeted segments, the value to be provided, and how does the organization create, and deliver the value.



BUSINESS MODEL CANVAS

UBER

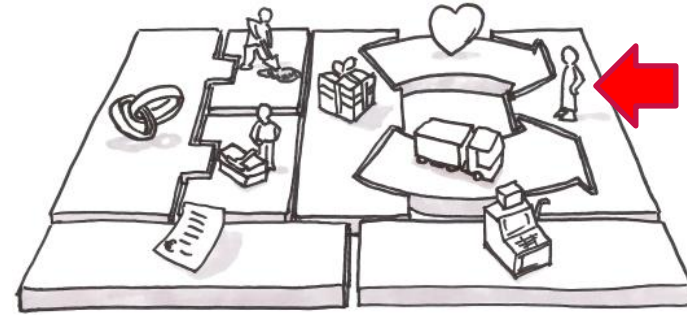


DESIGNED BY **BUSINESS MODEL FOUNDRY AG**

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 177 Second Street, Suite 300, San Francisco, California, 94105, USA

Customer Segments

1- Customer Segments (CS)



- This block identifies the different groups of people or organizations for which the business is creating values and aims to reach and serve.
- A segment is a group of people, or organizations who shared the same needs, behaviors, or other common characteristics.
- Each segment requires different values, offers, and can be reached through different channels.

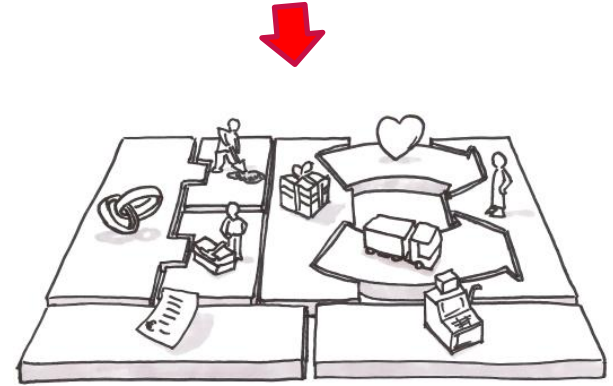
Segment	Sales Volume	\$ Sales Value	% Total Sales Value	Gross Profit	% Total Gross Profit	%Y2Y Sales Growth	% Gross Margin	# Active Customers	DSO	%Retention Rate

	Competitive Advantage Per Segment – Product/Service					
	Seg A	Seg B	Seg C	Seg D	Seg E	Seg F
Product 1						
Product 2						
Product 3						
Product 4						

Product & Services- Value Proposition

2- Value Proposition

- The products/services that create value for a specific customer segment.



- The Value Proposition is the reason **why customers turn to one company over another.**
- It solves a customer problem or satisfies a customer need.
- Each Value Proposition consists of a selected bundle of products and/or services that caters to the requirements of a **specific Customer Segment.**
- The Value Proposition is an aggregation, or **bundle of benefits that a company offers customers.**

- CCI






Revenue Streams


5- Revenue Streams (R\$)



- The revenue generated from each customer segment 
- The revenue stream depends on the pricing strategy of the company
- Examples on revenue streams options:
 - Subscription
 - Renting/leasing
 - Licensing
 - Advertising
 - Product/ service usage Fee

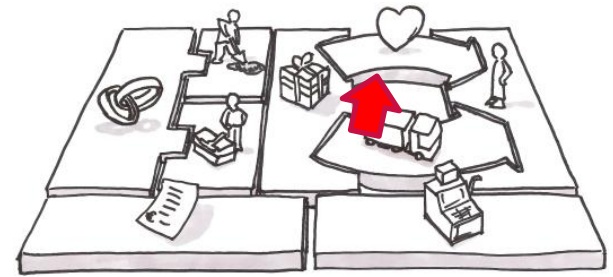
Product/Service	Sales Volume	\$ Sales Value	% Total Sales Value	% Gross Margin	Gross Profit (GP)	% Total Gross Profit	%Y2Y Sales Growth	COGS	%COGS	Inventory Turnover	Returns
			40%	15%		10%			50%		
			15%	35%		20%			25%		

- **Standard Cost, Actual Cost, Cost Variance**



Channels

3- Channels



- This block explains how the company will communicate with its targeted segments and reach them to deliver its value proposition
- Channels block include:
(Promotion, communication, distribution, sales, and after sales services channels)