

Paint Your Business Model Canvas

INNOVATION

CASE STUDIES

ENTREPRENEURSHIP

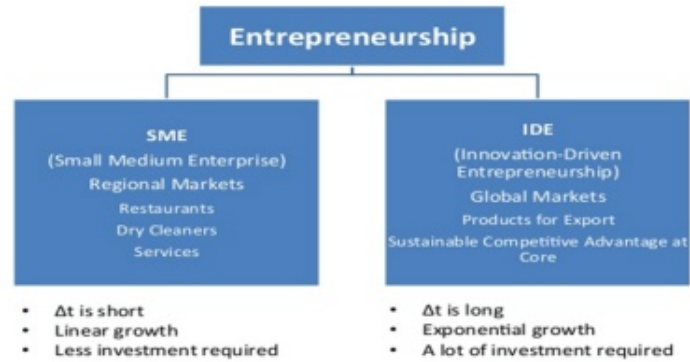
YOUR CANVAS

REFERENCES

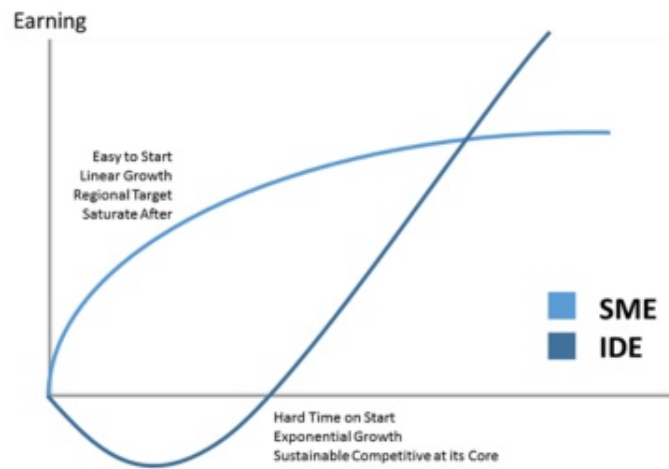
Ali Beba, PhD
February 19th, 2019
9:00am - 3:00pm
WEDC - 901 N. Broadway, Suite 23, White Plains, NY

ENTREPRENEURSHIP

Definition of Entrepreneurship – 2 Types



COMPARISON



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INNOVATION

CONCEPTS

DEFINITION

INNOVATION = INVENTION x COMMERCIALIZATION
(Invention in: Technology, Process, Market Positioning, etc.)

SIGN IS A MULTIPLICATION (x) NOT ADDITION (+)

IF INVENTION = 0 ; INNOVATION = 0 x COMMERCIALIZATION = 0

IF COMMERCIALIZATION = 0 ; INNOVATION = INVENTION x 0 = 0

INNOVATION IS POSITIVE ONLY WHEN BOTH TERMS ARE GREATER THAN '0'

INVENTIONS

BUSINESS
MODELS

EXAMPLES

INVENTIONS (BUSINESS IDEAS)

SNOW FLAKES - All look the same. None identical.



<https://kidim2013.wordpress.com/>

COMMERCIALIZATION (BUSINESS) MODEL

Definition: HOW ENTERPRISES SUSTAIN THEMSELVES FINANCIALLY

THERE ARE <20 (COMMERCIALIZATION) OR BUSINESS MODELS THAT FIT ALL THE INNOVATION DRIVEN BUSINESSES (Aulet, Bill - Disciplined Entrepreneurship, MIT)

IMPORTANT NOTES:

Free(mium) is NOT a business model

Once Established, Not Easy to Change to a Different Model

BUSINESS (COMMERCIALIZATION) MODELS - EXAMPLES

**ONE TIME CHARGE AND
MAINTENANCE**

COST PLUS

RATES PER TIME PERIOD

SUBSCRIPTION OR LEASING

LICENSING

ADVERTISING

USAGE BASED

OPERATING AND MAINTENANCE

.....

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BUSINESS MODEL CANVAS



SECTION 1

SECTION 2

SECTION - 1

- 1- Value Proposition
- 2- Customers
- 3- Distribution Channels
- 4- Customer Relationships
- 5- Revenue Sources

VALUE
PROPOSITION

CUSTOMERS

DISTRIBUTION
CHANNELS

CUSTOMER
RELATIONSHIP

REVENUE

VALUE PROPOSITION

Products / Services/ Values proposed to customers for meeting their needs / removing their pain

- convenience
- design
- cost reduction
- etc



CUSTOMERS

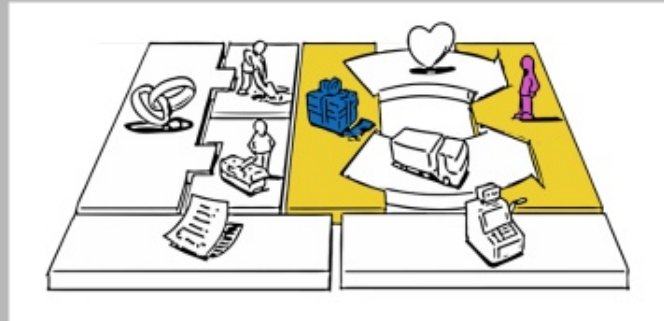


Customers (paying) are the reason for existence.
Can be one or more groups.



DISTRIBUTION CHANNELS

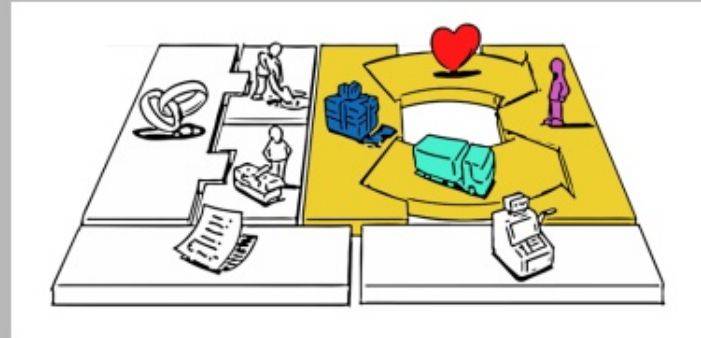
- Physical delivery
- Stores, shops
- Virtual delivery (via Internet)



CUSTOMER RELATIONSHIP

Define type of relationship customers prefer:
Personal / Automated / Single transaction/ Subscription

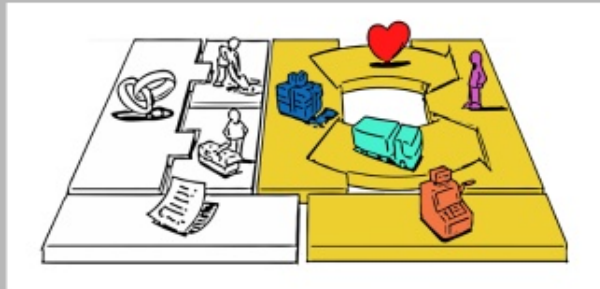
- In person or telephone
- Internet (Blogs, Social Media, Mail, etc)
- Traditional Media (TV/ Radio / Newspaper, etc)
- Internet



REVENUE

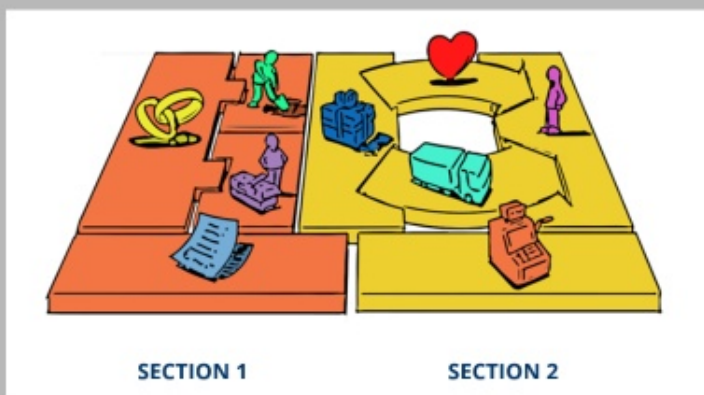
How much and how customers prefer to pay: One time or recurring

- Direct Sale
- Lease / Rent
- Membership Fee
- Service Fee
- Licensing (IP holders)
- Advertisement



SECTION 2

- RESOURCES
- ACTIVITIES
- PARTNERSHIPS
- COSTS



RESOURCES

ACTIVITIES

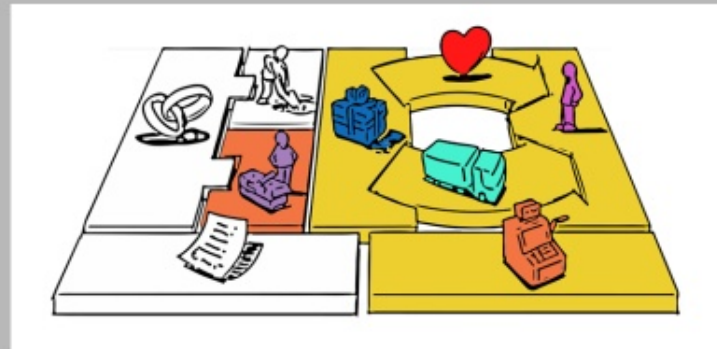
PARTNERS

COSTS

RESOURCES

FOUR CATEGORIES

- HR / Needed Skills
- Financial
- Physical (Facilities)
- IP



KEY PARTNERSHIPS



Networks that help the enterprises to sustain



COSTS

- HR and (high skill) personnel
- Physical building/shops/equipment
- Operational expenses (software, web services, office expenditures, etc)
- Advertising



FINAL EVALUATION:
REVENUE > COST

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CASE STUDIES

KELLY'S
LEMONADE
STAND

ALIBABA.COM

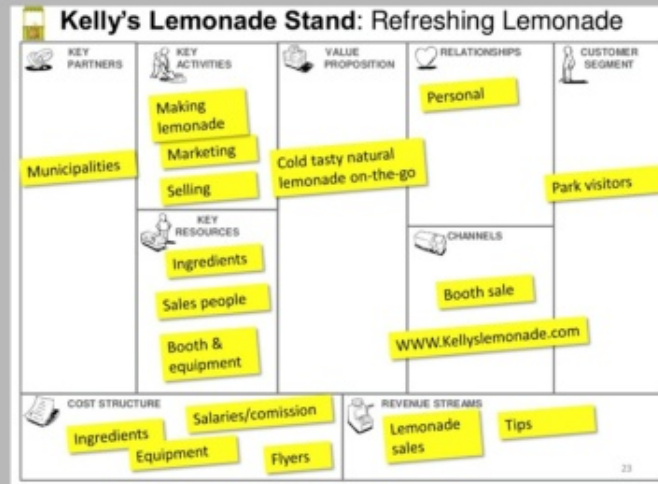
FACEBOOK

GRUBHUB

GOOGLE

OTHERS

KELLY'S LEMONADE STAND



ALIBABA.COM

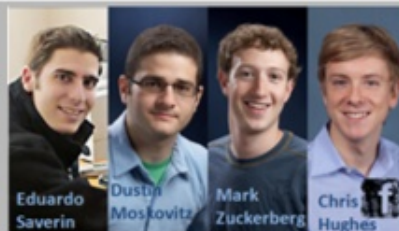


FACEBOOK

Facebook – World's leading Social Networking Site (SNS)



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GRUBHUB



GOOGLE



Google Business Model

Key Partners	Key Activities	Value Propositions	Relationships	Customer Segments
Distribution Partners Open Handset Alliance OEMs (for Chrome OS devices)	R&D – Build New Products, Improve Existing products Manage Massive IT Infrastructure	Web Search, Gmail, Google+ Targeted Ads using Adwords (CPC) Extend Ad campaigns using AdSense	Automation (where possible) Dedicated Sales for large accounts	Internet Users Advertisers, Ad Agencies Google Network Members
	Key Resources Datacenters IPs, Brand	Display Advertising Mgmt Services OS and Platforms – Android, Chrome OS Hosted web-based Google Apps	Channels Global Sales and Support Teams Multi-product Sales force	Mobile device owners Developers Enterprises
Cost Structure Traffic Acquisition Costs Data center operations R&D Costs (mainly personnel) S&M, O&A		Revenue Streams Ad Revenues – Google websites Enterprise Product Sales Ad Revenues – Google n/w websites Free		

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UNICORN / DECACORN / HECTOCORN

The infographic features a central vertical white bar with four horizontal arrows pointing outwards to the names of the companies. To the left of each name is a descriptive sentence, and to the right is another descriptive sentence. The background is a solid green color.

Uber	The world's largest taxi company, owns no vehicles.
Facebook	The world's most popular media owner, creates no content.
Alibaba	The most valuable retailer, has no inventory.
Airbnb	The world's largest accommodation provider, owns no real estate.

Something interesting is happening.
TOM GOODWIN

wetpaint
creative digital solutions

Twitter / WetpaintMENA

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