

#open@colab

Ανοικτά επιχειρηματικά μοντέλα στην πράξη

Εισαγωγή στο Business model canvas

Σ.Καπετανάκης 1/2/2014



ΕΘΝΙΚΟ ΚΕΝΤΡΟ
ΤΕΚΜΗΡΙΩΣΗΣ

NATIONAL
DOCUMENTATION
CENTRE



ΕΕΛ/ΛΑΚ

Εταιρεία Ελεύθερου Λογισμικού / Λογισμικού Ανοικτού Κώδικα



στην υπηρεσία της επιχείρησής σας



Όλα ξεκινάνε με ένα

Γιατί;

Ο κόσμος αλλάζει

Πάντα άλλαζε

Η τεχνολογία αλλάζει

Πάντα άλλαζε

**Ε ένα διαρκώς
εταβαλλόμενο περιβάλλον**

**Αν δεν έχεις την
δυνατότητα προσαρμογή**

Δεν υπάρχουν

Το πλαίσιο

με άλλα λόγια

είναι επιχειρηματικό μοντέλο

Μια φράση της μόδας;

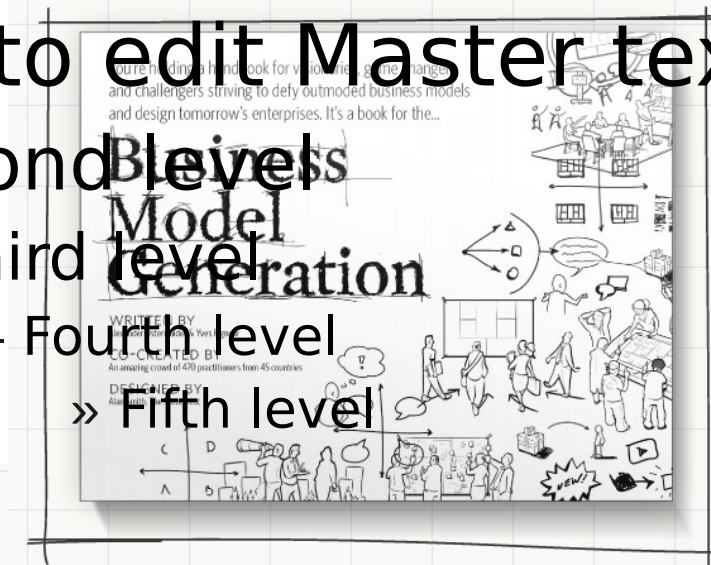
Ο καθένας έχει μια απάντηση

ειαζόμαστε μια κανονικοποίηση

**Για να λέμε τα σύκα σύκα
και την σκάφη σκάφη**

Business Model Generation

- Click to edit Master text style
 - Second level
 - Third level
 - Fourth level
 - » Fifth level



The core team.

Core Team

Alex Osterwalder

Yves Pigneur

Alan Smith

Patrick Van Der Pijl

Tim Clark



είναι επιχειρηματικό μοντέλο

- Click to edit Master text styles

Def_Business Model
– Second level

- Third level
 - Fourth level
 - » Fifth level

A business model describes the rationale of how an organization creates, delivers, and captures value

Τμηματοποίηση της αγοράς

- Click to edit Master text styles
- *Customer Segments*
 - Second level
 - Third level
 - Fourth level
 - » Fifth level

For whom are we creating value?

Who are our most important customers?



Ποιά η Αξία / Χρησιμότητα

- Click to edit Master text styles

Value Propositions

– Second level

- Third level

– Fourth level

What value do we deliver to the customer?

» Fifth level



Πελατειακές σχέσεις

- Click to edit Master text styles
- ## *Customer Relationships*



– Second level

- Third level

– Fourth level

» Fifth level

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?

EXAMPLES

Personal assistance

Dedicated Personal Assistance

Self-Service

Automated Services

Communities

Co-creation

Ροές εσόδων

- Click to edit Master to
Revenue Streams
– Second level



- Third level
 - For what value are our customers really willing to pay?
- Fourth level
 - For what do they currently pay?
- » Fifth level
 - 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

Πόροι (Key resources)

- Click to edit Master text styles
- Key Resources*
- Second level

- Third level

What Key Resources do our Value Propositions require?

Our Distribution Channels? Customer Relationships?

Revenue Streams? » Fifth level



TYPES OF RESOURCES

Physical

Intellectual (brand patents, copyrights, data)

Human

Financial

Κύριες δραστηριότητες (Key activities)

- Click to edit Master text styles
- Key Activities*
- Second level

- Third level

What Key Activities do our Value Propositions require?

Our Distribution Channels? ← Fourth level

Customer Relationships? » Fifth level

Revenue streams?

CATEGORIES

Production

Problem Solving

Platform/Network



Συνεργασίες (Key partnerships)

- Click to edit Master text styles.

Key Partners

– Second level

- Third level

Who are our Key Partners?

– Fourth level

Who are our key suppliers?

» Fifth level

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



Διάρθρωση κόστους

- Click to edit Master text styles

Cost Structure

- Second level

- Third level

What are the most important costs inherent in our business model?

Which Key Resources are most expensive?

- Fourth level

Which Key Activities are most expensive?

- » Fifth level

IS YOUR BUSINESS MORE:

Cost Driven (leanest cost structure, low price value proposition, maximum automation, extensive outsourcing)

Value Driven (focused on value creation, premium value proposition)

SAMPLE CHARACTERISTICS:

Fixed Costs (salaries, rents, utilities)

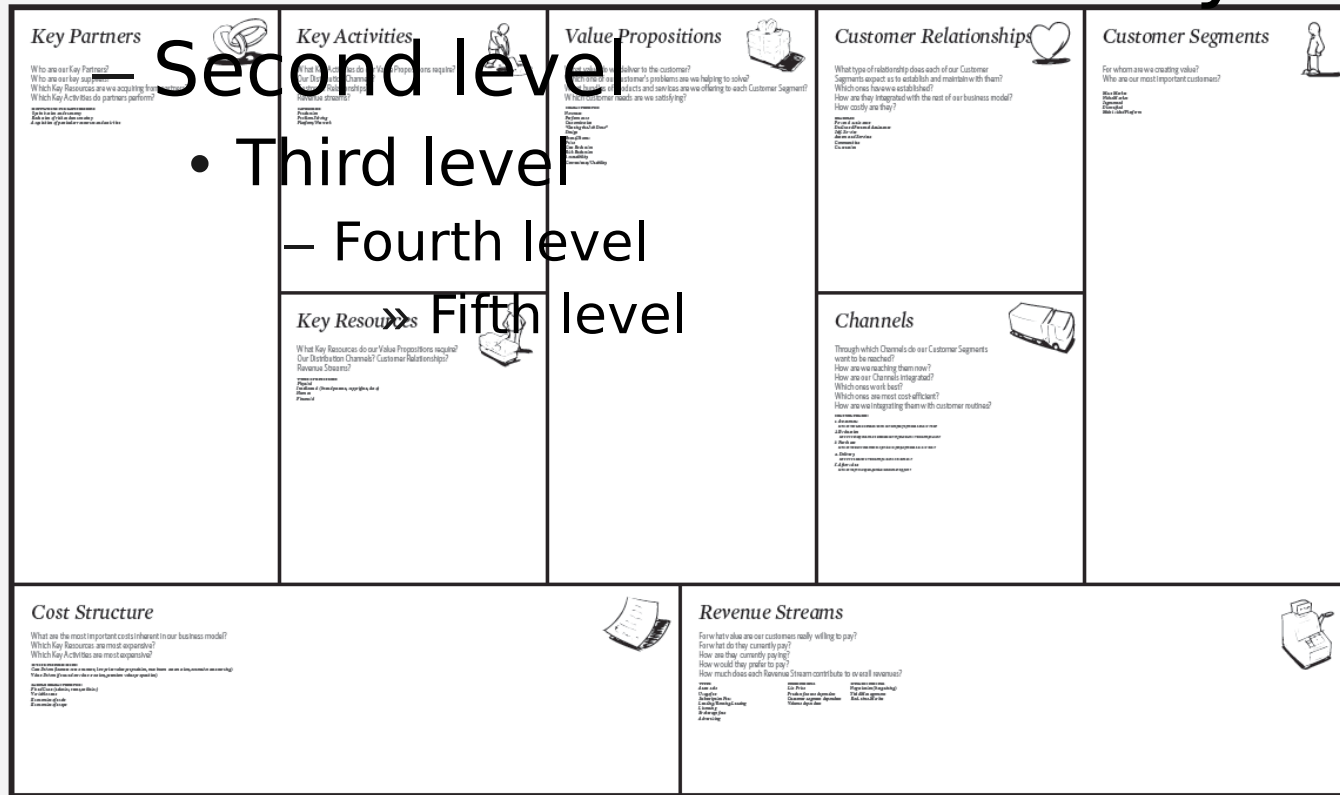
Variable costs

Economies of scale

Economies of scope

Business Model Canvas

Click to edit Master text styles

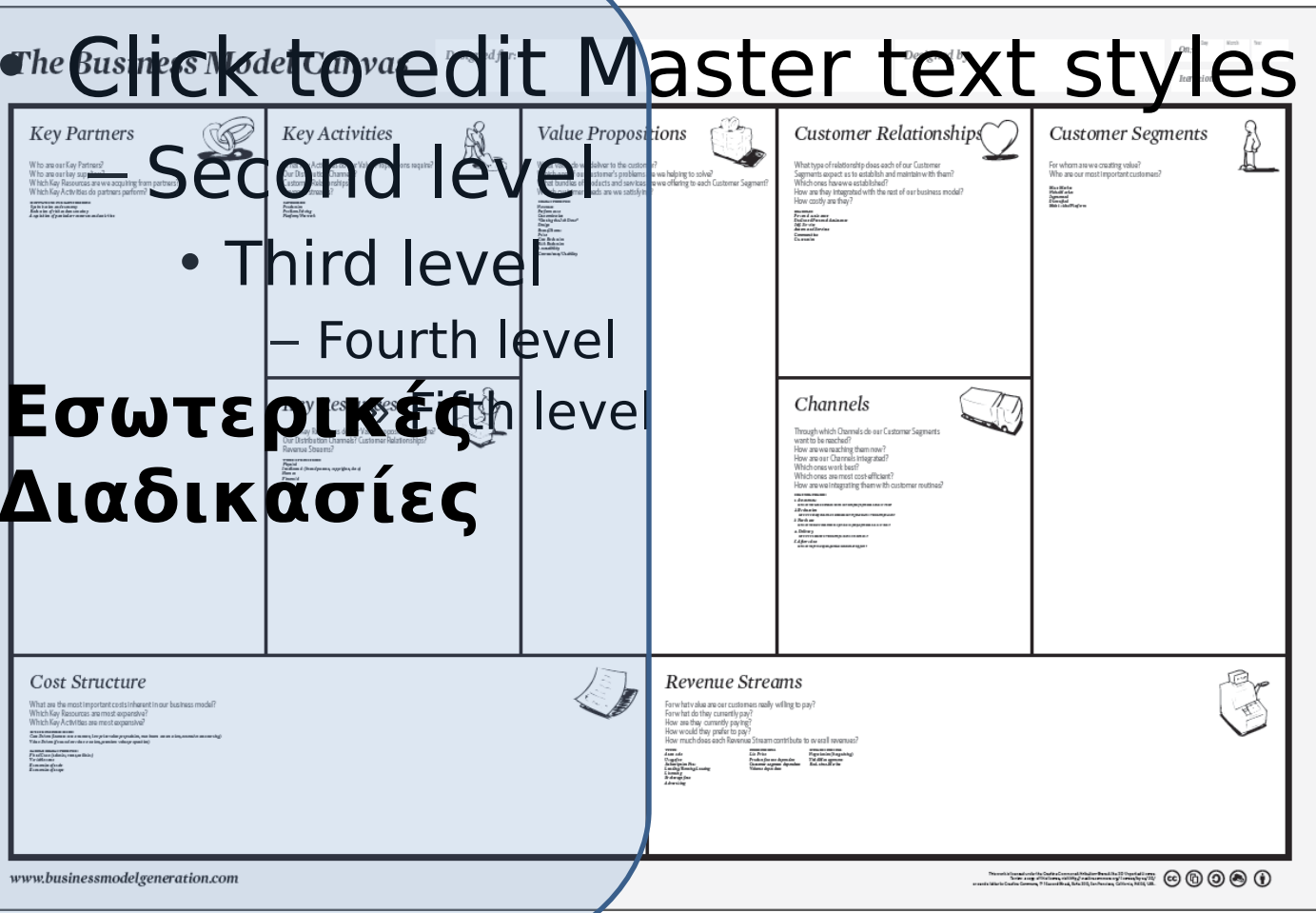


Business Model Canvas

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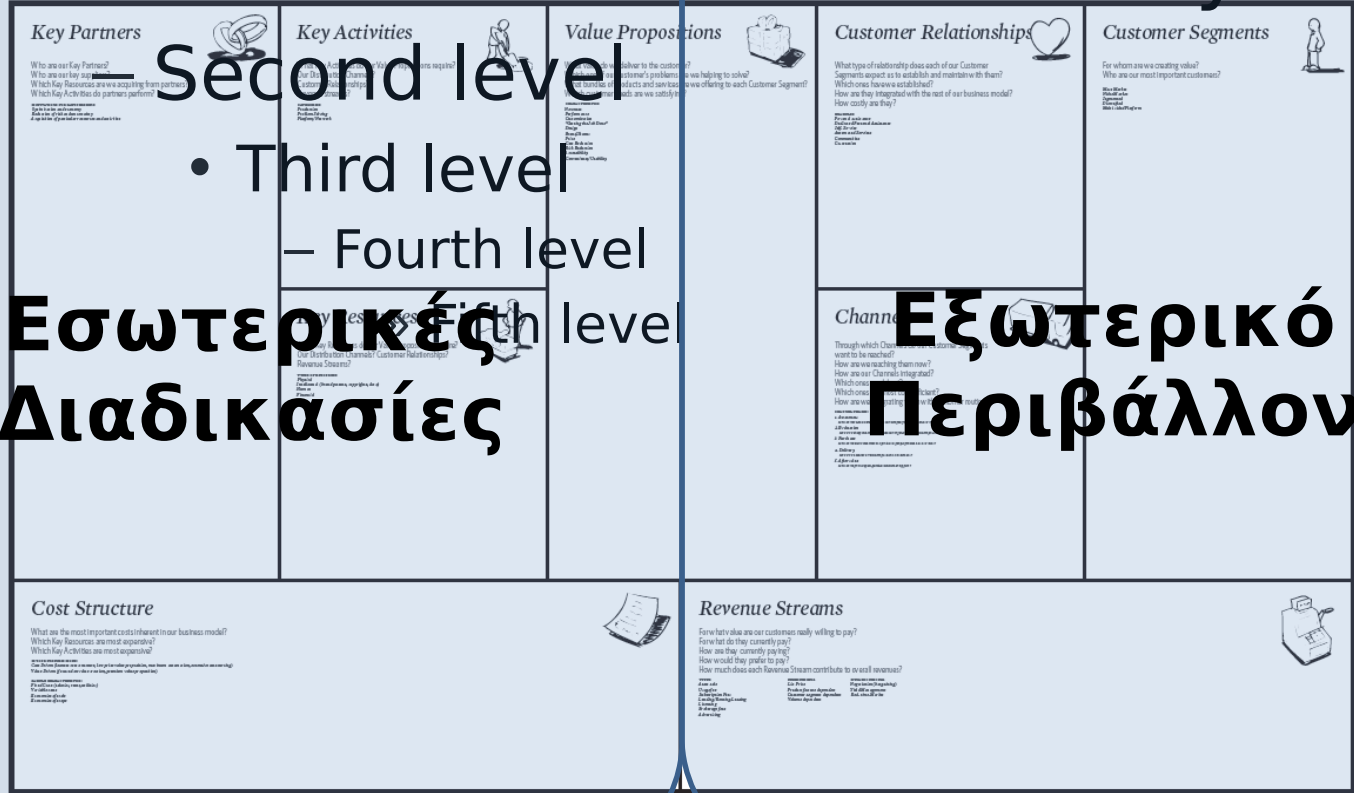
- Second level
- Third level
- Fourth level

Εσωτερικές Διαδικασίες



Business Model Canvas

• The Business Model Canvas Master text styles



Τι κερδίζουμε

- Την οπτικοποίηση μια ολιστικής εικόνας της παραγωγικής διαδικασίας
- Την κοινή εικόνα για όλους μέσα στην εταιρεία
- Την αποτύπωση των αλλαγών του μοντέλου
- Την δυνατότητα να αναλύσουμε τους μηχανισμούς πίσω από επιτυχημένα μοντέλα

Καινοτομία προϊόντος

Διαχείριση πελατειακών σχέσεων

Διαχείριση υποδομών



coLab

workspace

Sharing a new way to work

Η αξίες μας



CoLab

Business Model

How we do it ?

What we are offer

Whom do we offer it to?

*Customer
Segments*



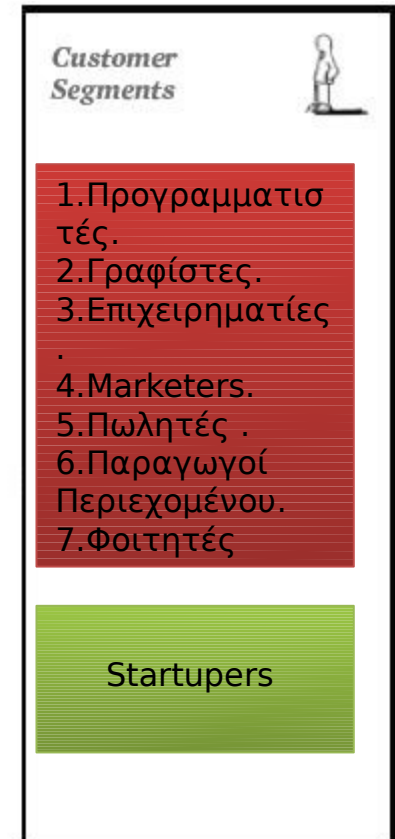
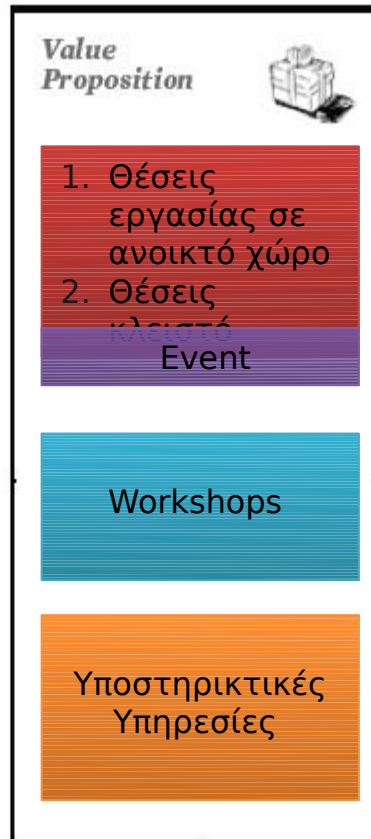
1. Προγραμματιστές.
2. Γραφίστες.
3. Επιχειρηματίες
4. Marketers.
5. Πωλητές .
6. Παραγωγοί Περιεχομένου.
7. Φοιτητές

Startupers

How we do it ?

What we are offer

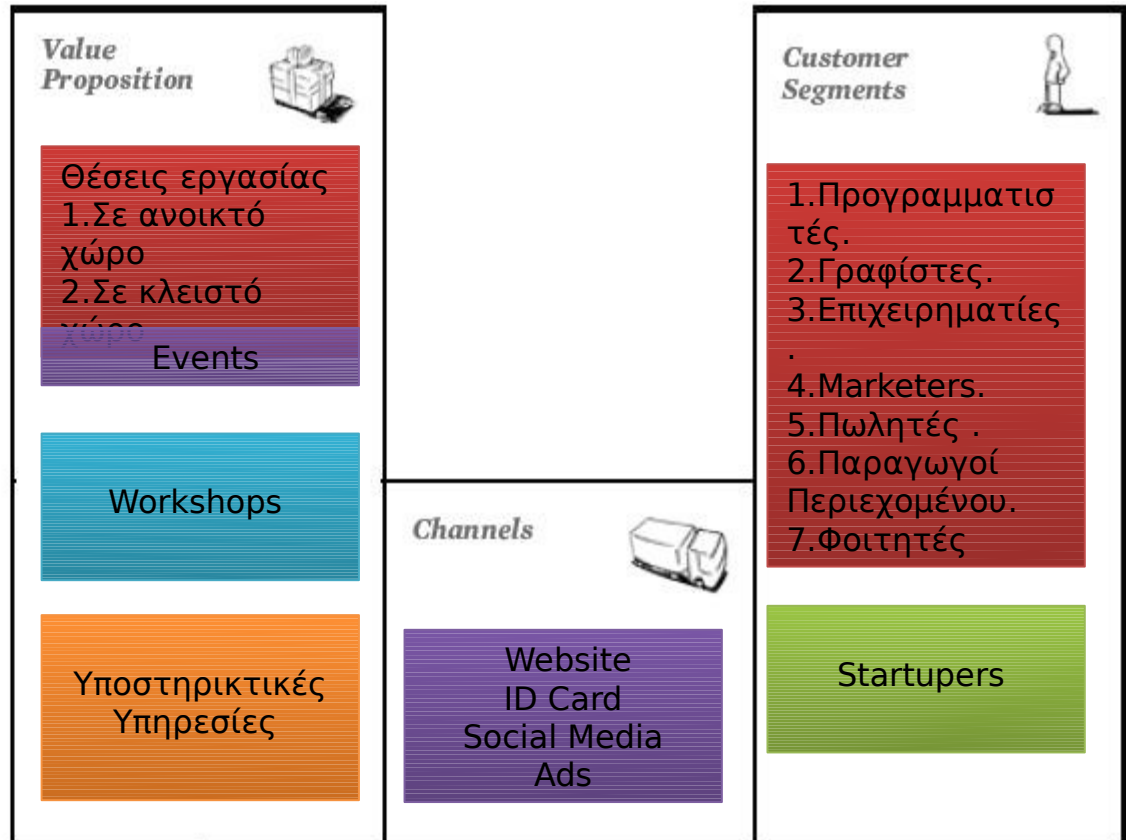
Whom do we offer it to?



How we do it ?

What we are offer

Whom do we offer it to?



How we do it ?

What we are offer

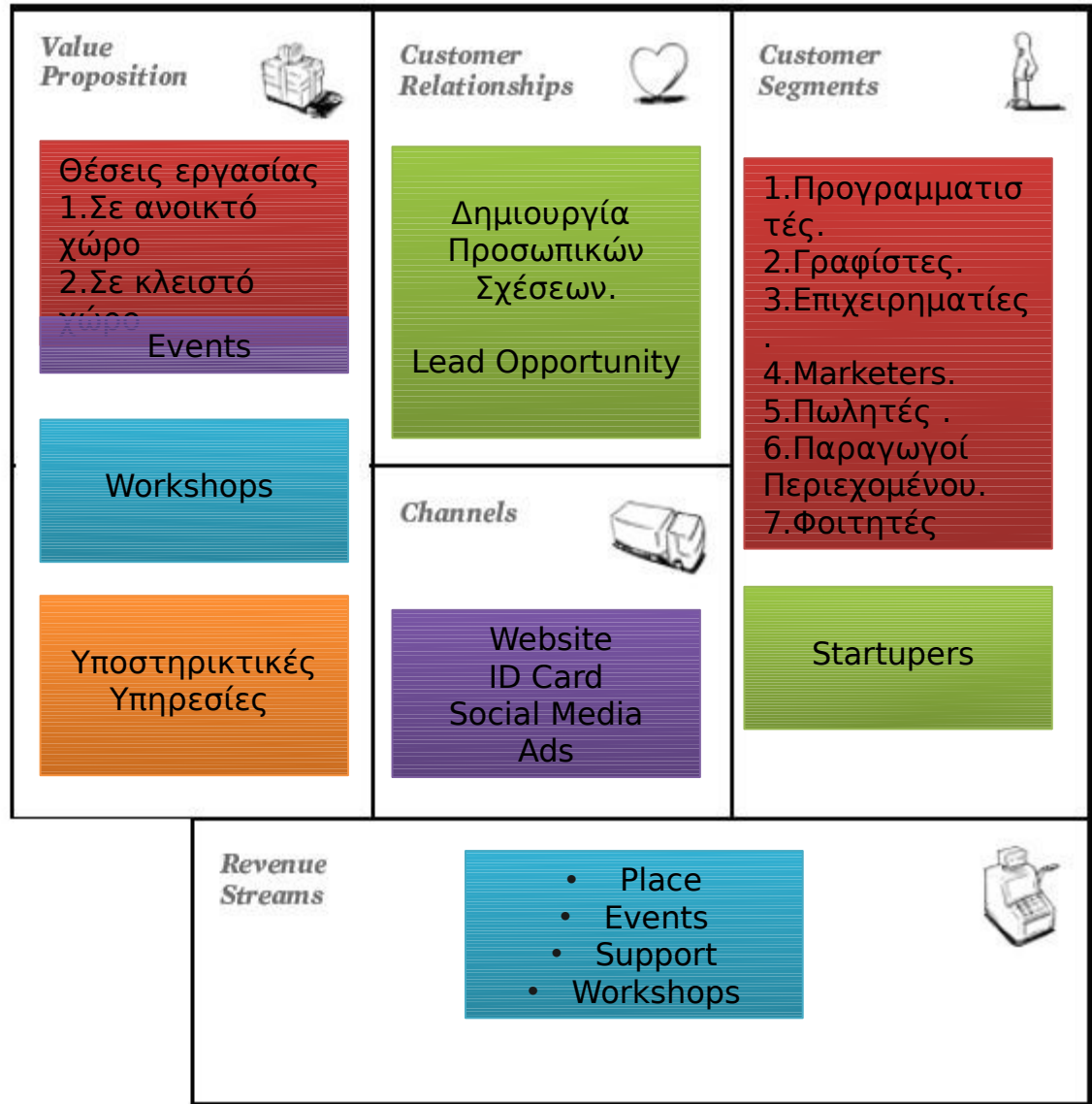
Whom do we offer it to?



How we do it ?

What we are offer

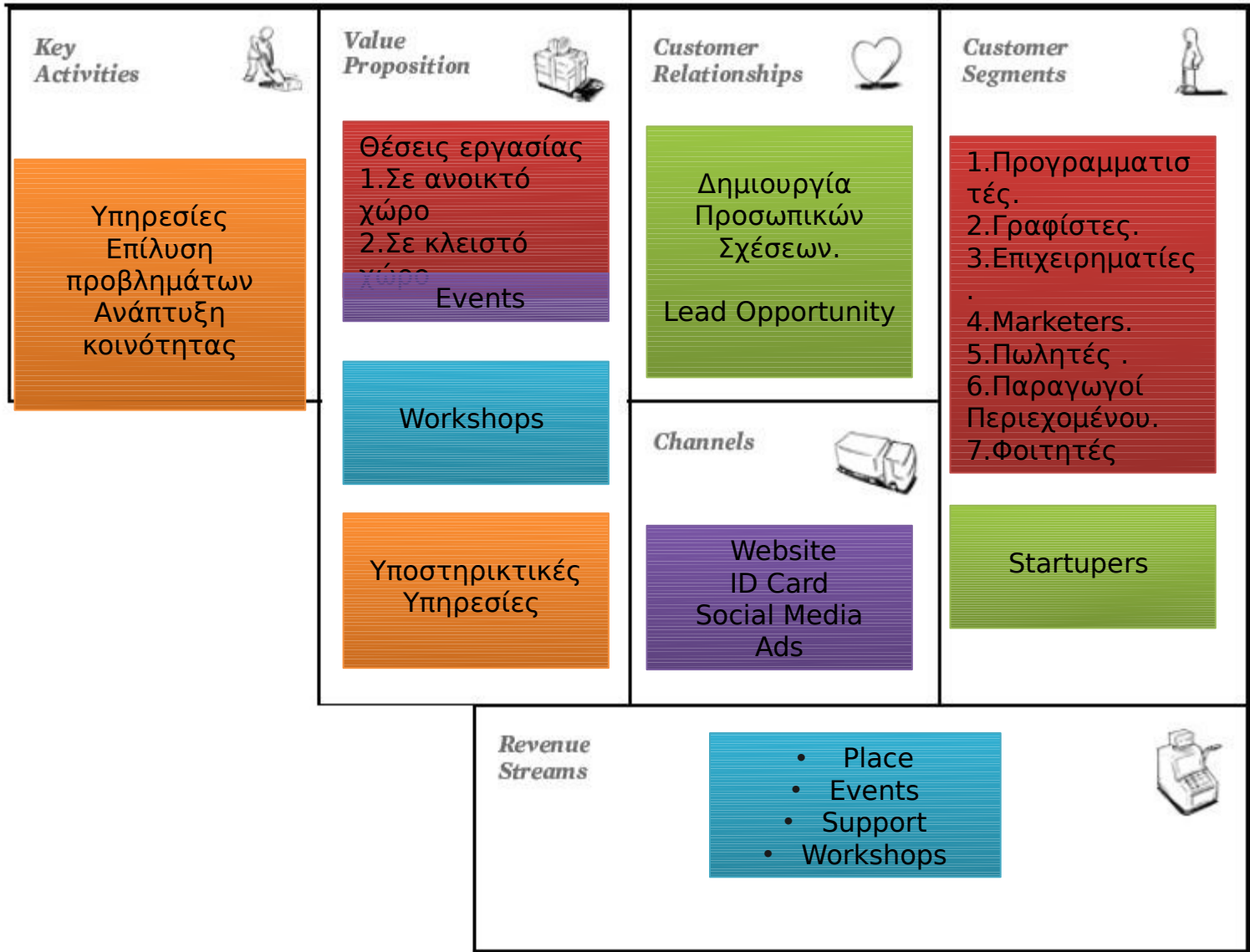
Whom do we offer it to?



How we do it ?

What we are offer

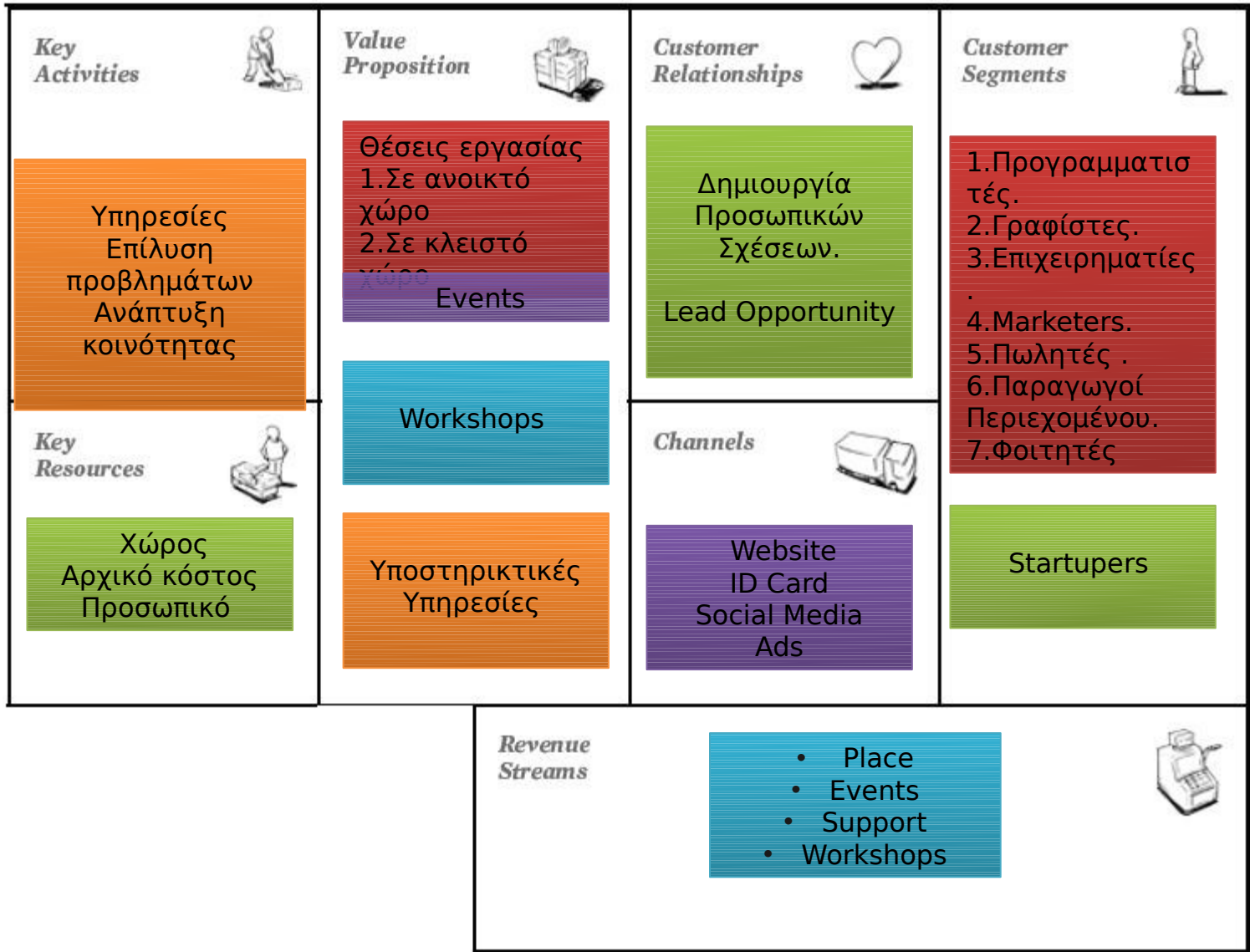
Whom do we offer it to?



How we do it ?

What we are offer

Whom do we offer it to?



How we do it ?

What we are offer

Whom do we offer it to?

Key Partners



Κοινότητες
Χορηγοί
Σύλλογοι σπουδαστών
Συνέργειες

Key Activities



Υπηρεσίες
Επίλυση προβλημάτων
Ανάπτυξη κοινότητας

Key Resources



Χώρος
Αρχικό κόστος
Προσωπικό

Value Proposition



Θέσεις εργασίας
1. Σε ανοικτό χώρο
2. Σε κλειστό χώρο
Events

Workshops

Υποστηρικτικές Υπηρεσίες

Customer Relationships



Δημιουργία Προσωπικών Σχέσεων.

Lead Opportunity

Channels



Website
ID Card
Social Media
Ads

Customer Segments



1. Προγραμματιστές.
2. Γραφίστες.
3. Επιχειρηματίες
4. Marketers.
5. Πωλητές .
6. Παραγωγοί Περιεχομένου.
7. Φοιτητές

Startupers

Revenue Streams

- Place
- Events
- Support
- Workshops



How we do it ?

What we offer

Whom do we offer it to?

