

BIOMIMICRY BUSINESS MODEL CANVAS

Project Name: _____

Project Purpose: _____

KEY PARTNERS  Describes the network needed to make the business model work: •Who are our Key Partners and suppliers. •Which Key Resources are we acquiring and Key Activities do they perform? •Do we reward cooperation and encourage diversity? •Do we strive for symbiotic rather than parasitic or altruistic partnerships?	KEY ACTIVITIES  Describes the most important things an enterprise must do to make its business model work: •What is required to deliver Value Propositions to each Customer? •Do we leverage cyclical processes? •Do we use chemistry & materials that are safe for living beings? Categories •Production, Problem Solving, Platform/Network	VALUE PROPOSITIONS  Describes the bundle of products and services that create value for a specific Customer Segment: •What bundles of products and services are we offering to each Customer Segment? •Which customer's problem do we solve or need do we satisfy? •Are we delivering value to a customer that is locally attuned and responsive? •Do our features, advantages & benefits fit better than competitors and substitutes? •Do we create conditions conducive to all life? Refer to nature's unifying patterns in the Toolbox. Characteristics: •Newness, Performance, Customization, Design, Brand/Status, Price, Cost or Risk Reduction, Accessibility, Convenience/Usability	CUSTOMER/STAKEHOLDER RELATIONSHIPS  Describes the relationship an enterprise establishes & maintains with a Customer Segment: •What does the customer expect? •What cost to serve the customer? •Do customers integrate into our systems and feedback loops? Examples: •Personal assistance, Self-Service, Automated Services, Communities, Co-creation	CUSTOMER/STAKEHOLDER SEGMENTS  Defines the different groups of people or organization an enterprise aims to reach and serve: •Who are our most important or biggest customers? •Do we help solve a most important, frequent or bothersome job? Create gain and/or reduce pain? •If addressing a social/environmental need or market failure, who will pay/generate revenues? •Are we resilient to disturbances? •Do we create fit: specific value for which customer? Examples: •Mass Market, Niche Market, Segmented, Diversified, Multi-sided Platform
KEY RESOURCES  Describes the most important assets required to make a business model work: •What is required to deliver Value Propositions to each Customer? •Do we use resources efficiently? Freely available energy? Types of resources: •Physical, Intellectual, Human, Financial	CHANNELS  Describes how an enterprise communicates with and reaches its Customer Segments to deliver a Value Proposition: •Which are best or cost-efficient? •How are we integrating with customer routines? •Do we use feedback loops? Channel phases: 1. Awareness, 2. Evaluation, 3. Purchase, 4. Delivery 5. After sales	REVENUE STREAMS  The cash an enterprise generates from each Customer Segment: •For what value are customers willing to pay? For what/how do they currently pay? •How much contribution do they make to Revenue Streams? •Are we seeking information/feedback from customers to anticipate change? Types: Asset sale, usage fee, subscription fee, lend/rent, lease, license, brokerage fees, advertising. Fixed pricing. Dynamic pricing.	COST STRUCTURE  Describes all costs incurred to operate a business model: •What are the most important costs inherent in our business model? •Are we optimized (modular and nested) rather than maximized? •Are we building with abundant (not rare) resources? Is your business: Cost driven (lean structure, low price, automation, outsourced) or Value driven (focused on value creation)	REVENUE STREAMS  The cash an enterprise generates from each Customer Segment: •For what value are customers willing to pay? For what/how do they currently pay? •How much contribution do they make to Revenue Streams? •Are we seeking information/feedback from customers to anticipate change? Types: Asset sale, usage fee, subscription fee, lend/rent, lease, license, brokerage fees, advertising. Fixed pricing. Dynamic pricing.

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KEY PARTNERS 	KEY ACTIVITIES 	VALUE PROPOSITIONS 	CUSTOMER/STAKEHOLDER RELATIONSHIPS 	CUSTOMER/STAKEHOLDER SEGMENTS 
			CHANNELS 	REVENUE STREAMS
COST STRUCTURE		REVENUE STREAMS		
KEY RESOURCES 				

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Value (Proposition) Map → FIT ← Customer (Segment) Profile

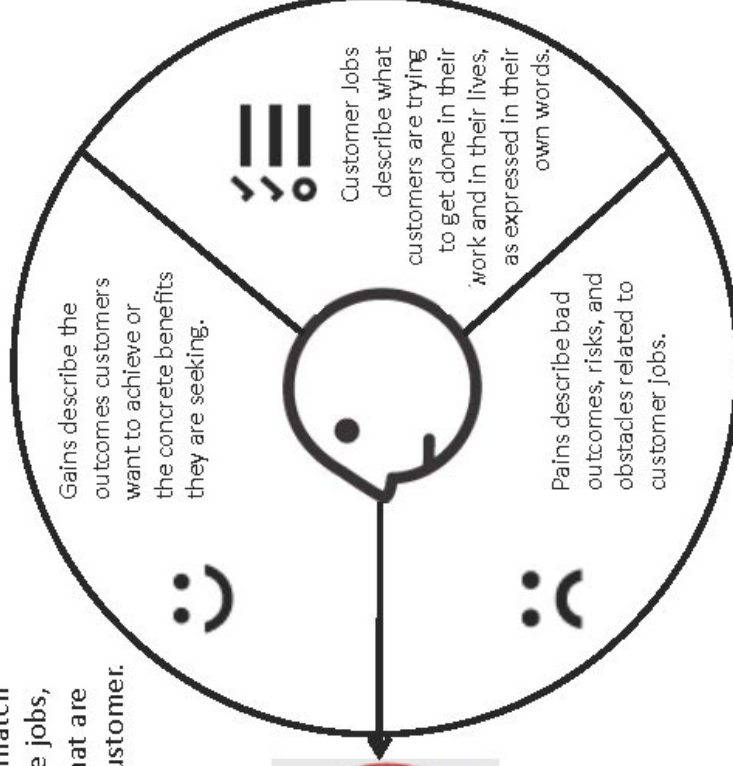
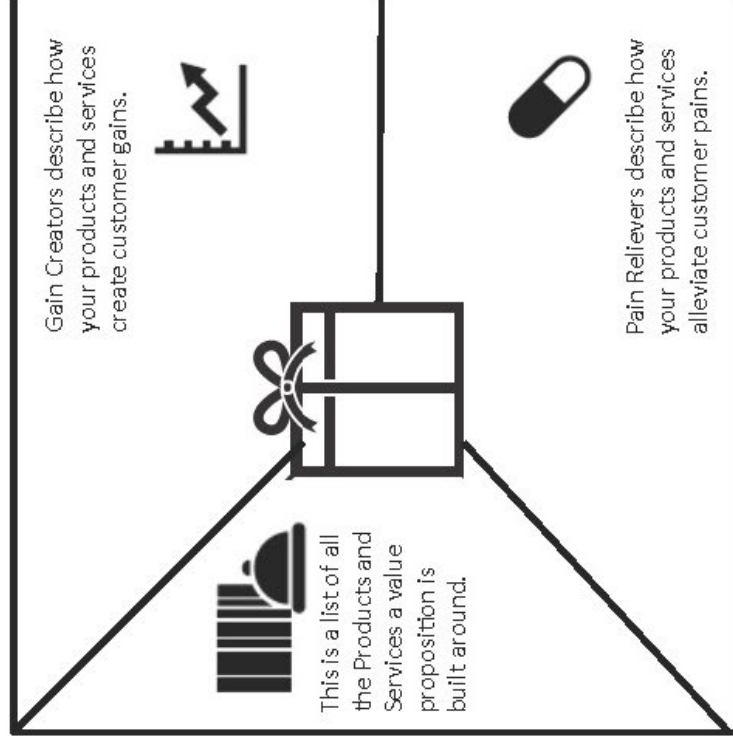
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The Value (Proposition) Map describes the features of a specific value proposition in your business model in a more structured and detailed way. It breaks your value proposition down into products and services, pain relievers, and gain creators.

The Customer (Segment) Profile describes a specific customer segment in your business model in a more structured and detailed way. It breaks the customer down into its jobs, pains, and gains

Fit: when your value map meets your customer profile. When your products and services produce pain relievers and gain creators that match one or more of the jobs, pains, and gains that are important to your customer.



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