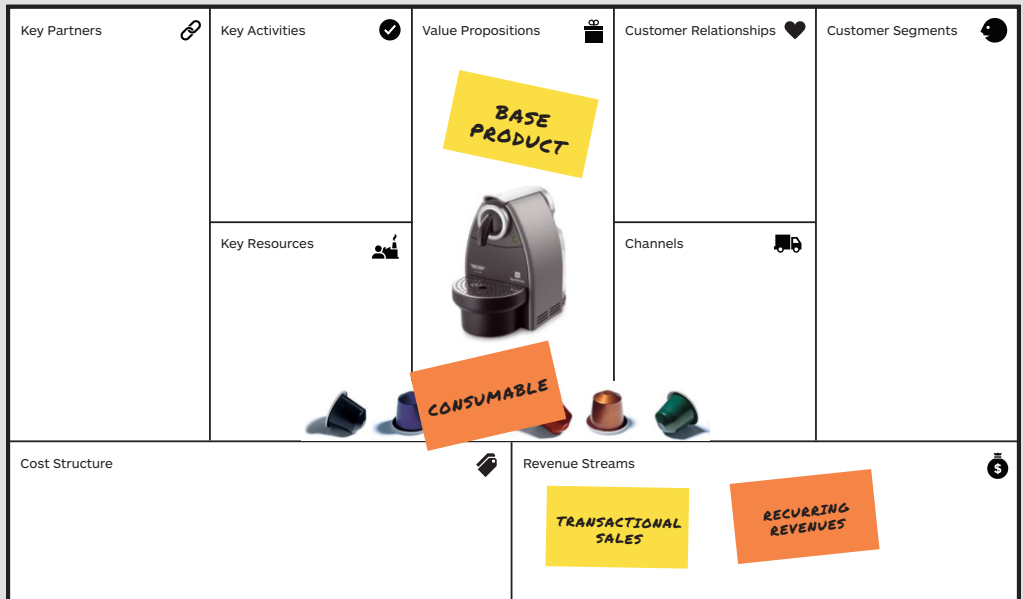


# The Business Model Canvas

# Nespresso's Recurring Revenues



## Nespresso's Recurring Revenues

Nespresso (owned by Nestlé) turned a transactional industry - selling coffee - into one that produces recurring revenues. Their business model is built around well designed coffee machines and aluminum pods that contain premium coffee.

### Instructions:

Copy Nespresso's business model mechanics that produce the recurring revenues into your own business model design:

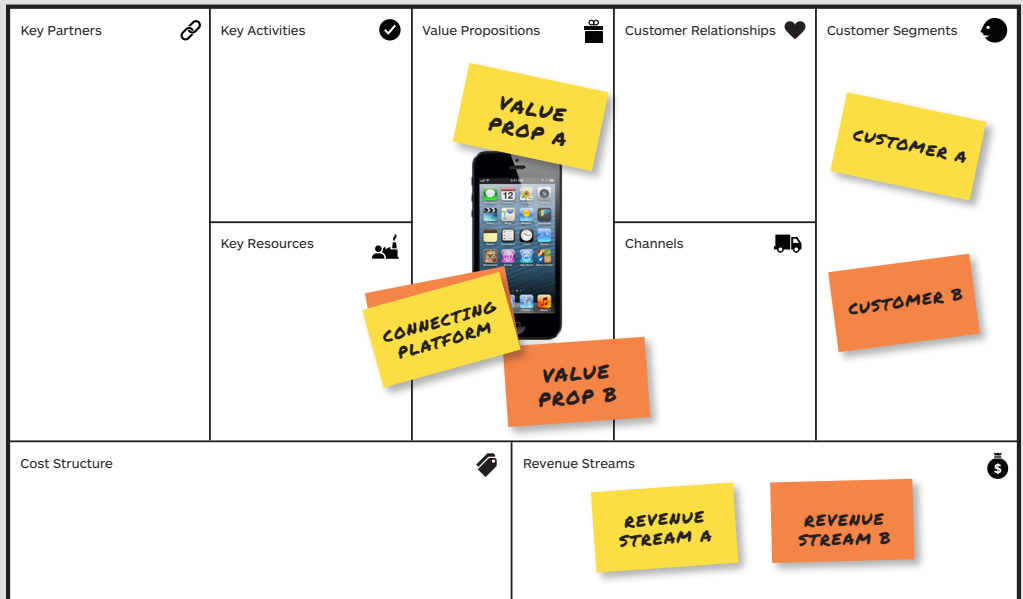
- A base product (coffee machine) and a consumable product (pods)
- Transactional revenues from the base product and recurring revenues from the consumable

### Other Examples:

Printers, razor blades.

# The Business Model Canvas

# The iPhone's Platform Advantage



## The iPhone's Platform Advantage

The iPhone's competitive advantage stems not just from its phones, but from the almost 300'000 external iOS developers who contributed 850'000 apps to the App Store. This ecosystem is hard to copy.

### Instructions:

Design a platform business model like Apple with the App Store. Use the following elements:

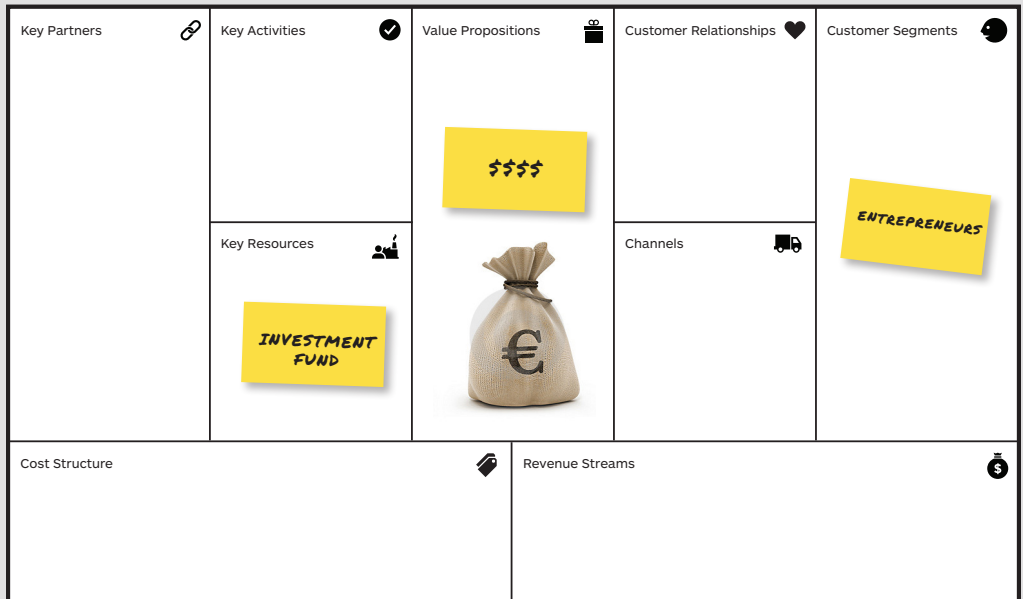
- Two or more essential customer segments and the corresponding value propositions that are enabled by a connecting platform
- Revenue streams from all segments, though one or more could be subsidized or even free

### Other Examples:

Printers, razor blades.

# The Business Model Canvas

# The Venture Capital Fund



## The Venture Capital Fund

Venture capital funds invest in early-stage, high-growth, and high risk startups. To mitigate their risk they invest in several companies simultaneously, knowing that several will fail while some will provide outstanding returns.

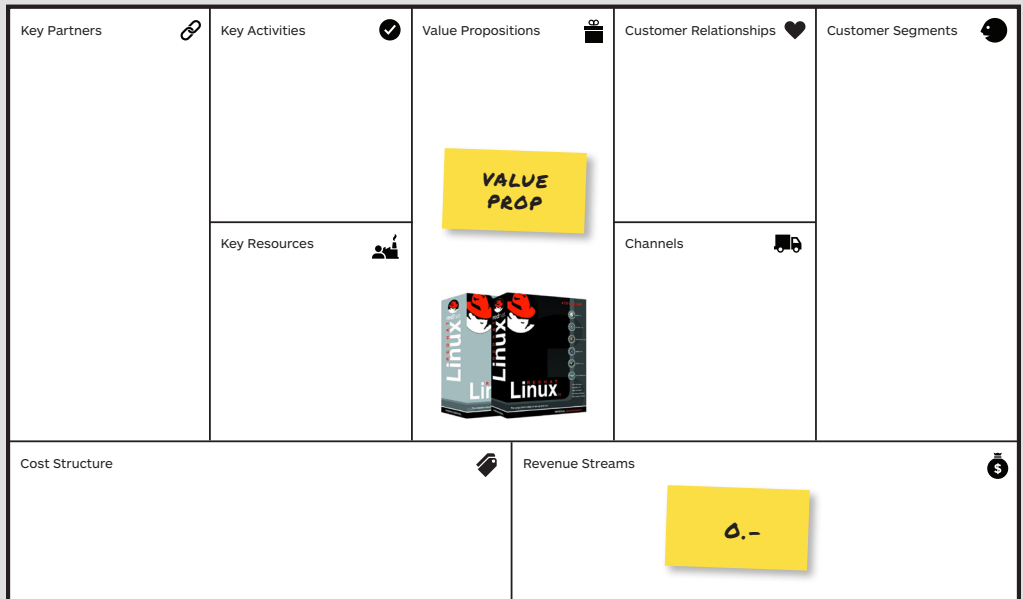
### Instructions:

Design the business model of a venture capital fund that invests in several companies in order to help a handful succeed:

- The key resource of a VC fund is capital that also figures as a main part of the value proposition
- The ability to attract and invest in only the very best and most promising entrepreneurs in a given area

# The Business Model Canvas

# Redhat Linux



## Redhat Linux's Free Value Proposition

Redhat managed to build a billion dollar company based on a free software, the freely available Linux operating system.

### Instructions:

Design a business model that emulates an essential component of Redhat's business model:

- The core value proposition is free

### Other Examples:

Skype, Facebook



# The Business Model Canvas

# Tupperware



## Tupperware's "Free" Sales Force

Tupperware is a pioneer of direct marketing and became famous through its Tupperware parties in which women sell Tupperware products to their friends and neighbors.

### Instructions:

Copy Tupperware's direct marketing strategy by focusing on the following business model characteristics :

- A sales force that is passionate about the company's value proposition, but isn't employed and doesn't draw a salary from the company

### Other Examples:

Avon, Living Goods (Uganda)