



7. BUILD BUSINESS PARTNERSHIPS

COLLABORATIVE BUSINESS CANVAS.

“Once you understand business models you can then start prototyping business models just like you prototype products”

ALEXANDER OSTERWALDER

This tool is for creating a distinctive and collaborative business model around our innovation. It help us examine the flow of value generated by a new idea and sets out each partner’s expected contribution and reward. The **Business Model Canvas** was created by BusinessModelGeneration.com. We have adapted it for open innovation, prioritising the parts of the Business Model Canvas that are most relevant to effective partnerships: Key partners, Key Activities, Key Motivations, Key Resources, Cost Structure and Revenue Streams.



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Key Partners.

**WHO ARE YOUR KEY PARTNERS?
WHO ARE YOUR KEY SUPPLIERS?**

Key Motivations.

**WHAT ARE YOUR MOTIVATIONS FOR PARTNERSHIP?
OPTIMISATION AND ECONOMY?
REDUCTION OF RISK AND UNCERTAINTY?
ACQUISITION OF PARTICULAR RESOURCES AND ACTIVITIES?**

NAME:

Key Activities.

WHICH ACTIVITIES DO YOU AND YOUR PARTNERS PERFORM?

Cost Structure.

WHAT IS THE OVERALL COST STRUCTURE FOR GETTING THIS INNOVATION TO MARKET, PRODUCING AND MARKETING IT?

DATE:

Key Resources.

**WHAT KEY RESOURCES ARE NEEDED?
WHERE ARE YOUR RESOURCES GOING TO COME FROM?
WHICH PARTNER OR OTHER SOURCE WILL PROVIDE THEM?**

Revenue Streams.

**WHAT REVENUE STREAMS ARE YOU EXPECTING?
HOW WILL THEY BE DIVIDED BETWEEN PARTNERS?**

TEAM:



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Key Partners.

**WHO ARE YOUR KEY PARTNERS?
WHO ARE YOUR KEY SUPPLIERS?**

Snappy Apps

Key Motivations.

**WHAT ARE YOUR MOTIVATIONS FOR PARTNERSHIP?
OPTIMISATION AND ECONOMY?
REDUCTION OF RISK AND UNCERTAINTY?
ACQUISITION OF PARTICULAR RESOURCES AND ACTIVITIES?**

We can't develop cool apps fast enough.

Key Activities.

WHICH ACTIVITIES DO YOU AND YOUR PARTNERS PERFORM?

We market and run the service under our brand.

They develop it and upgrade it.

Cost Structure.

WHAT IS THE OVERALL COST STRUCTURE FOR GETTING THIS INNOVATION TO MARKET, PRODUCING AND MARKETING IT?

We pay \$5000 to prototype the app. We will invest \$75k on app development and testing and \$150k on marketing.

Key Resources.

**WHAT KEY RESOURCES ARE NEEDED?
WHERE ARE YOUR RESOURCES GOING TO COME FROM?
WHICH PARTNER OR OTHER SOURCE WILL PROVIDE THEM?**

Design talent, insight provided by Snappy Apps.

Revenue Streams.

**WHAT REVENUE STREAMS ARE YOU EXPECTING?
HOW WILL THEY BE DIVIDED BETWEEN PARTNERS?**

No new revenue but increased customer loyalty. Fewer unplanned overdrafts and more savings may reduce our revenues.

NAME: Frank Bank

DATE: 1st March

TEAM: Open Innovation