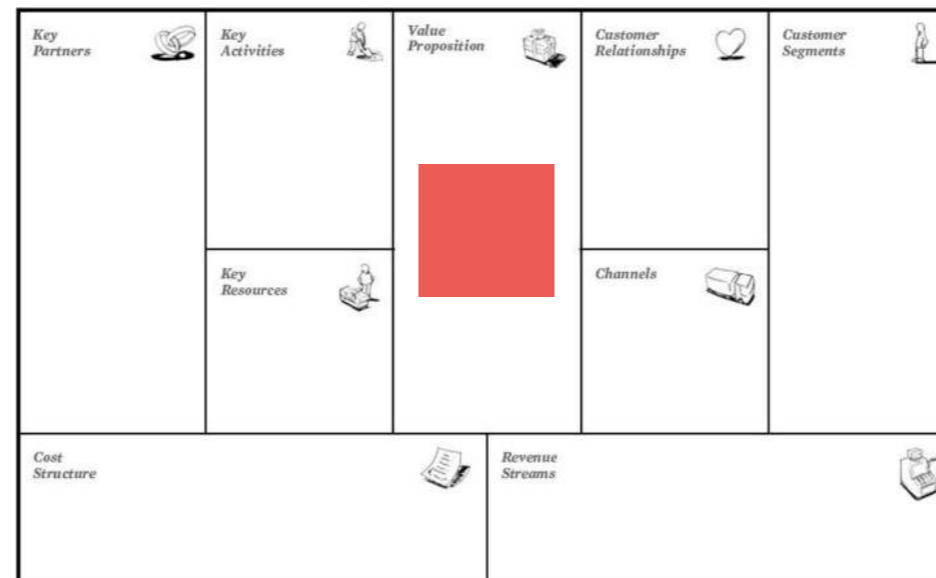


Business Model Canvas

Übung am Beispiel eines Kiosk

#01

Value Proposition



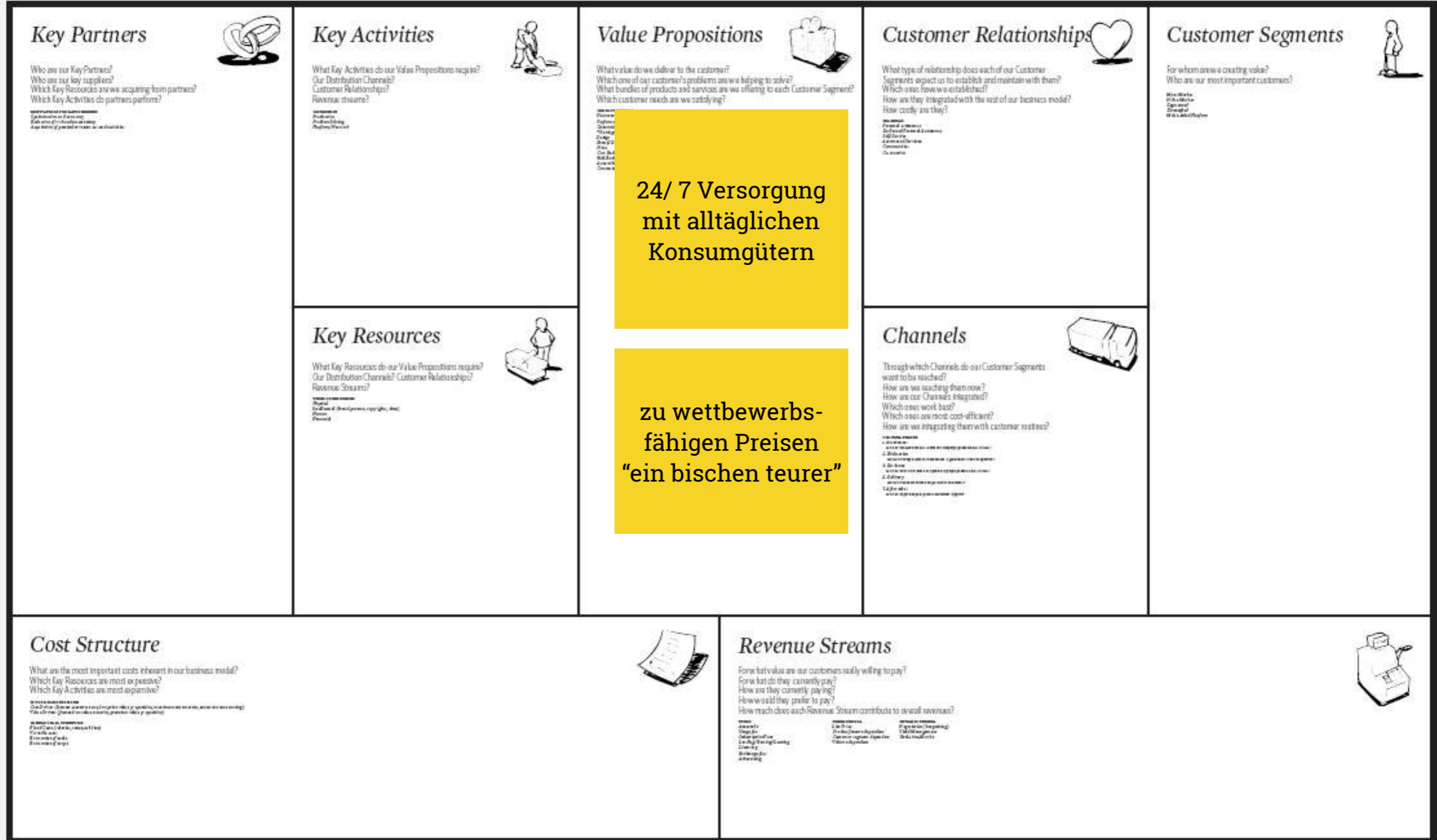
The Business Model Canvas

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Designed by:

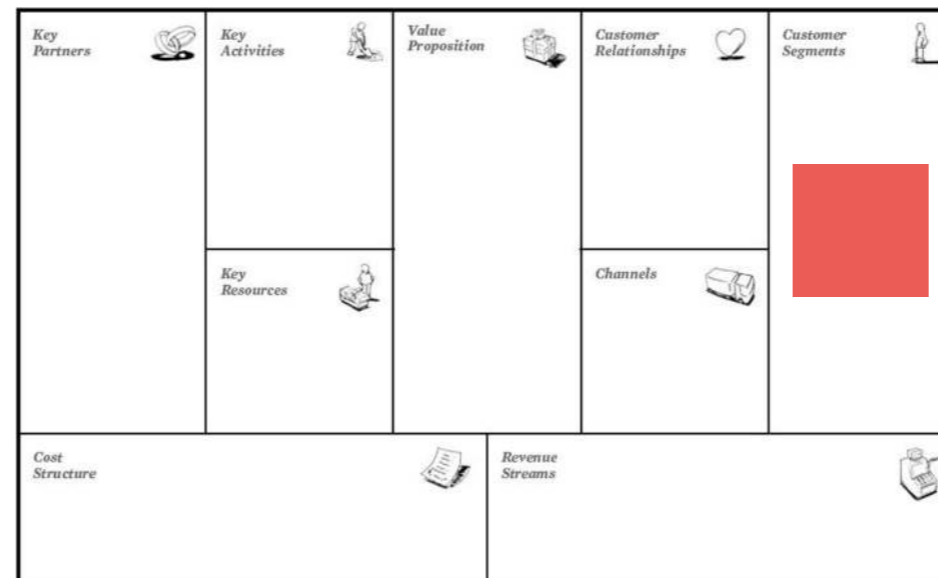
On:

Iteration:



#02

Customer Segments



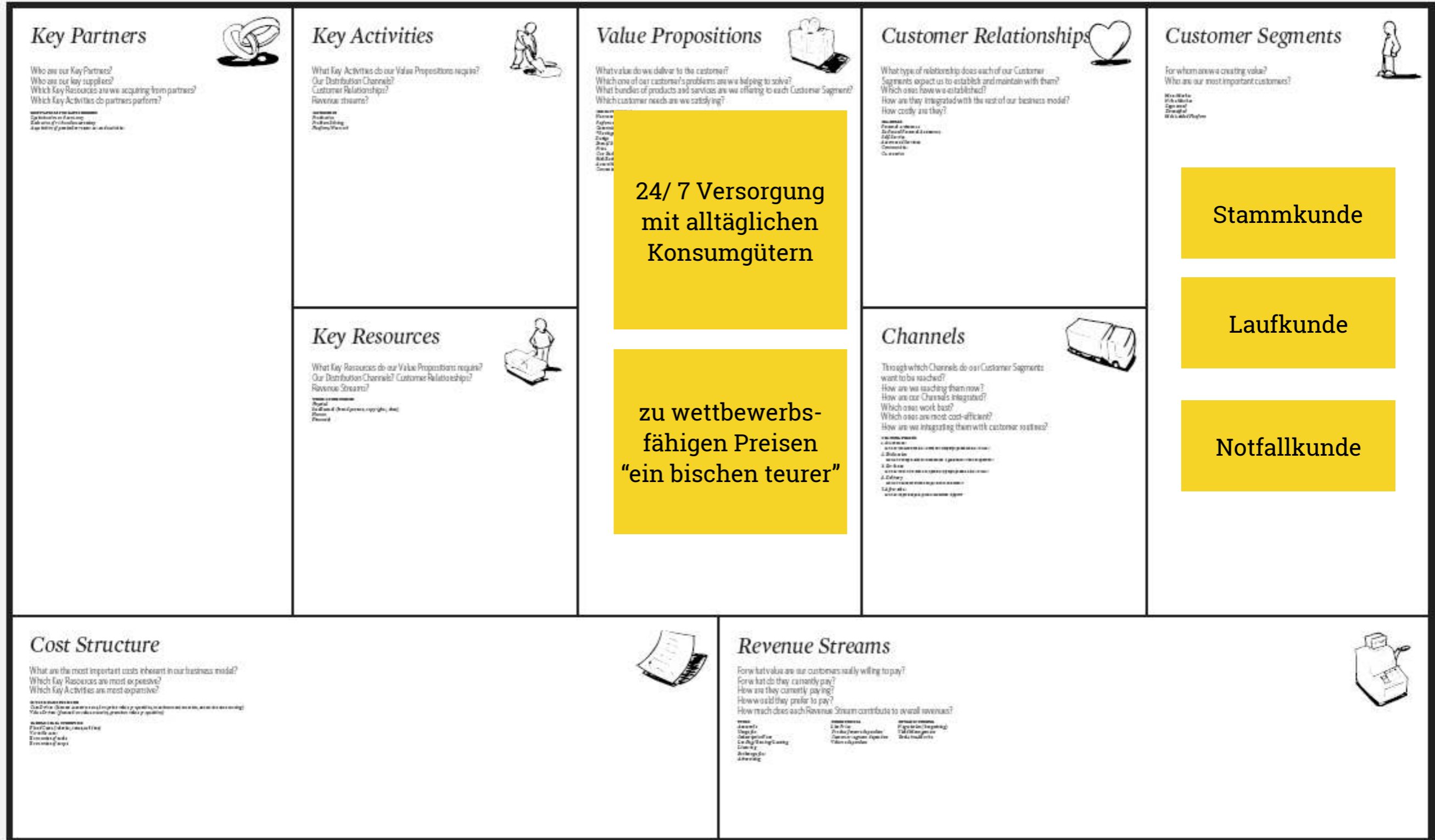
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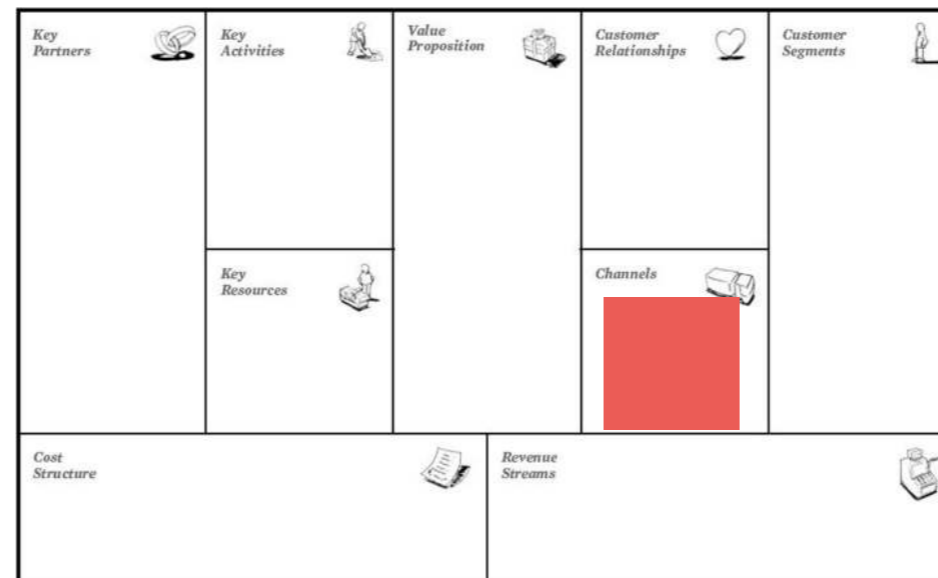
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Iteration:



#03

Channels



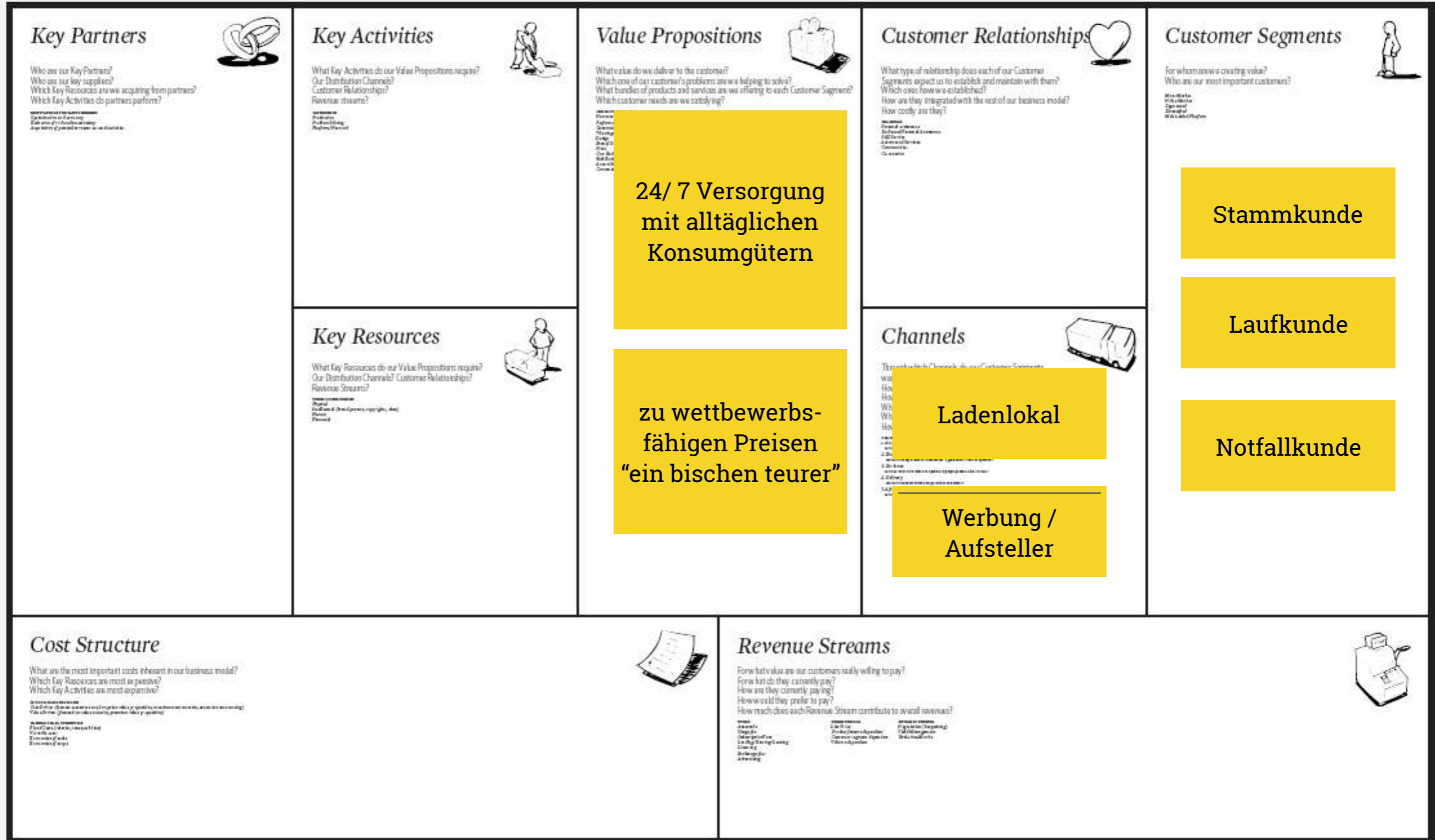
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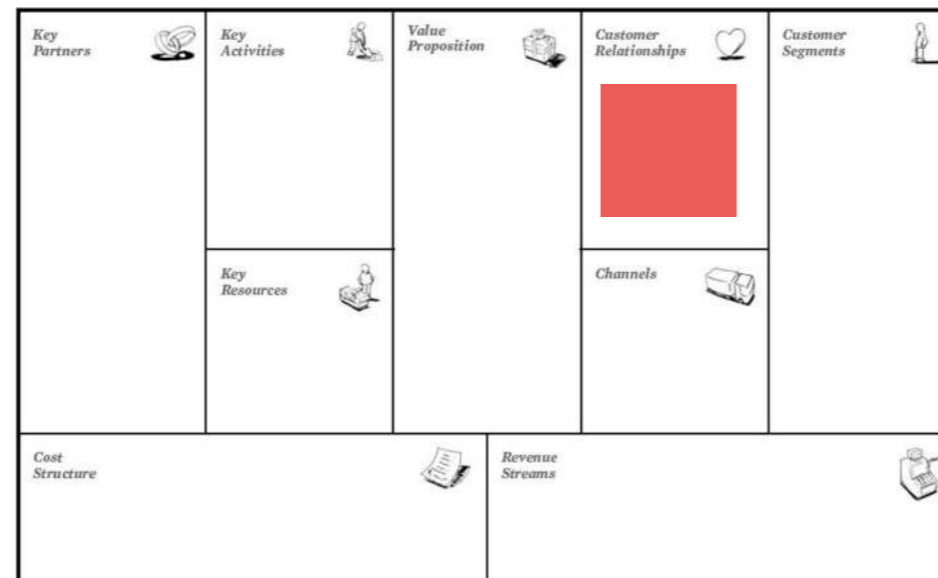
On:

Iteration:



#04

Customer Relations



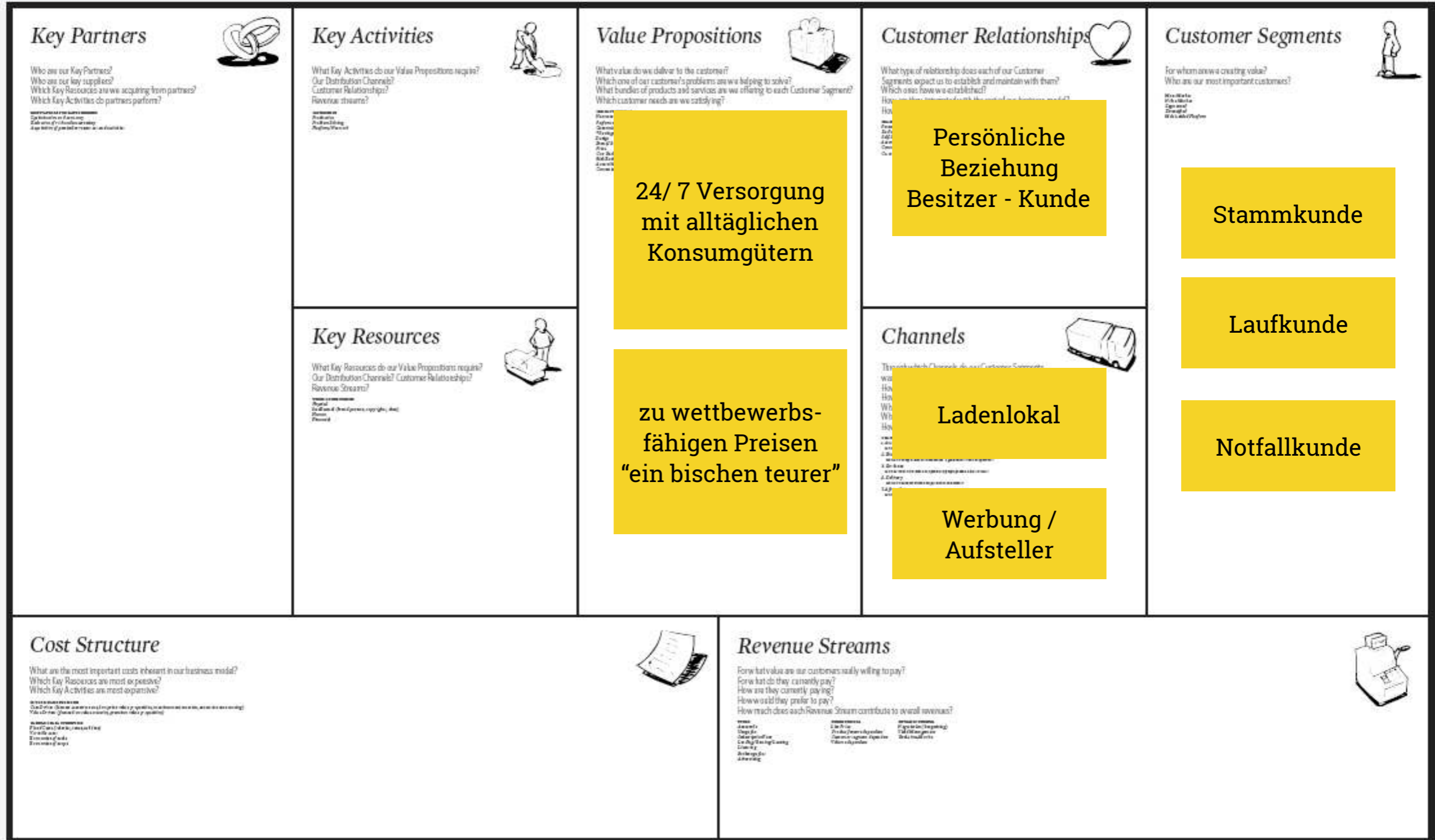
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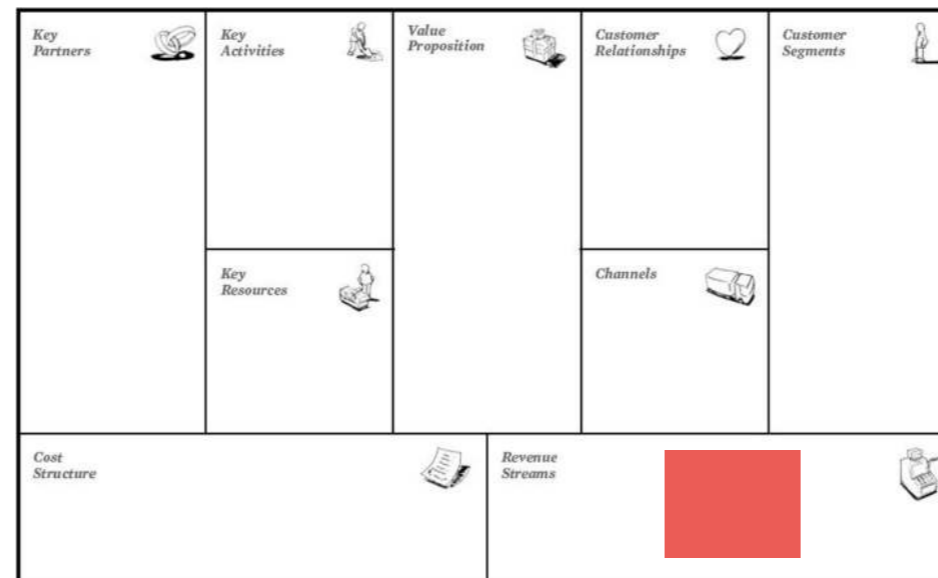
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Iteration:



#05

Revenues



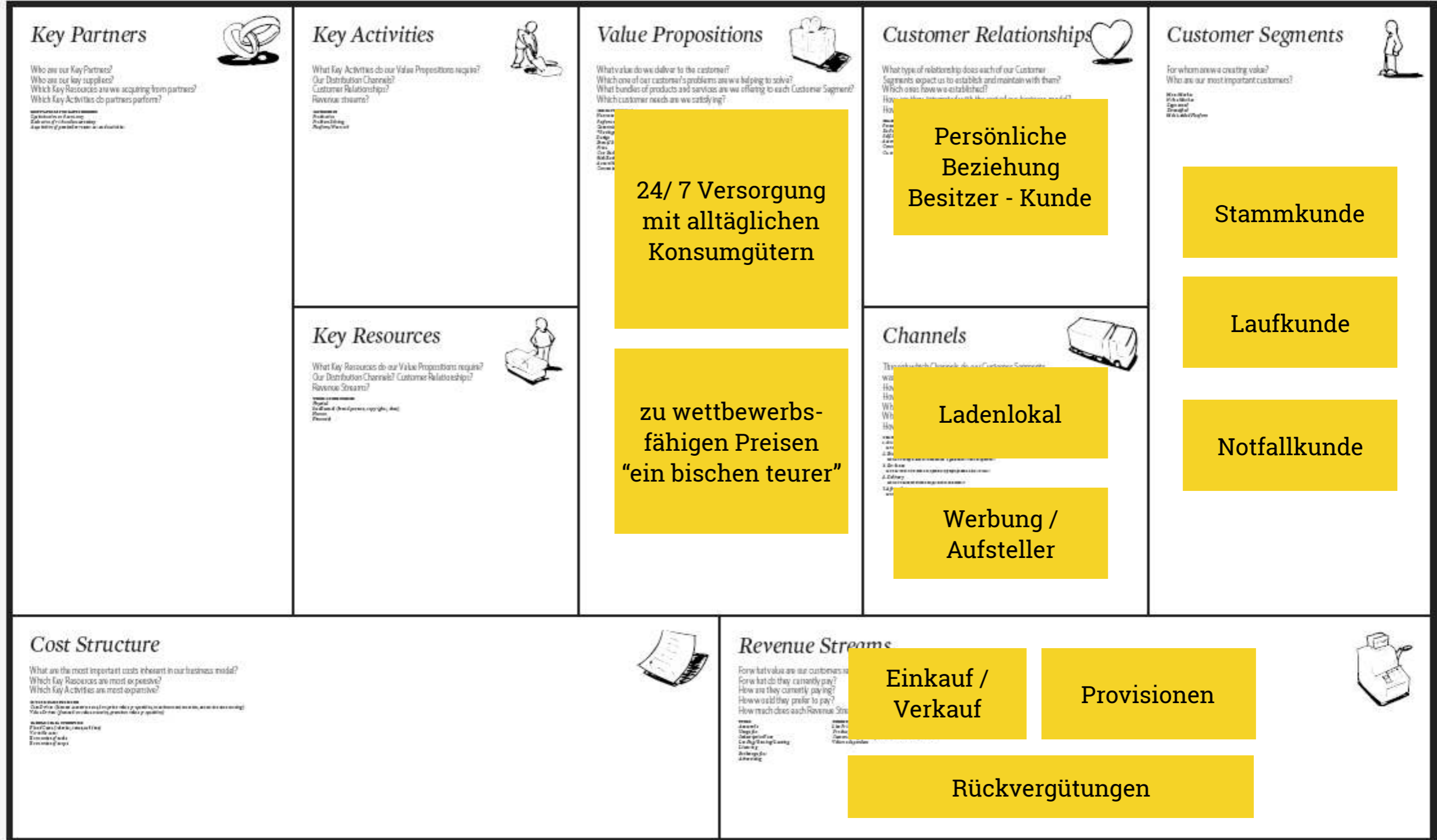
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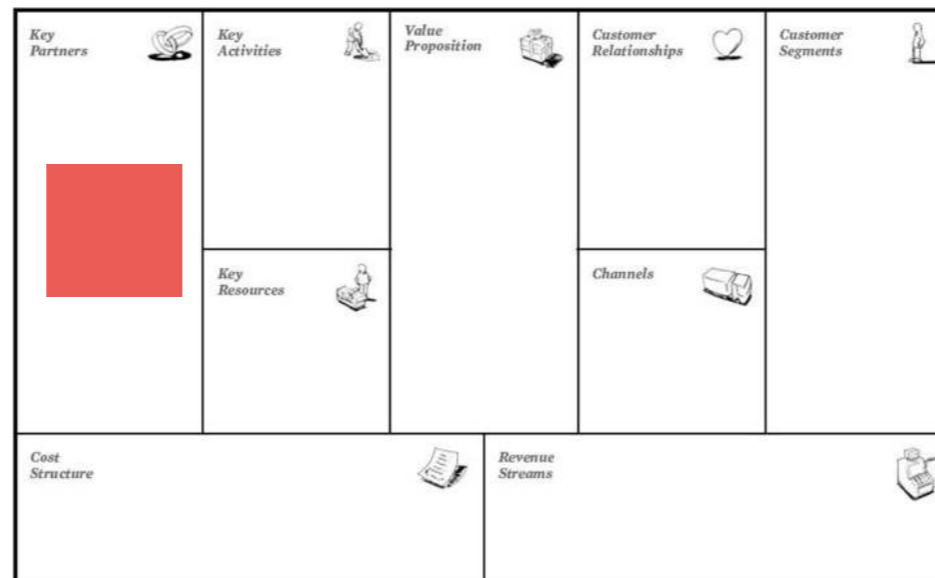
On:

Iteration:



#06

Key Partners



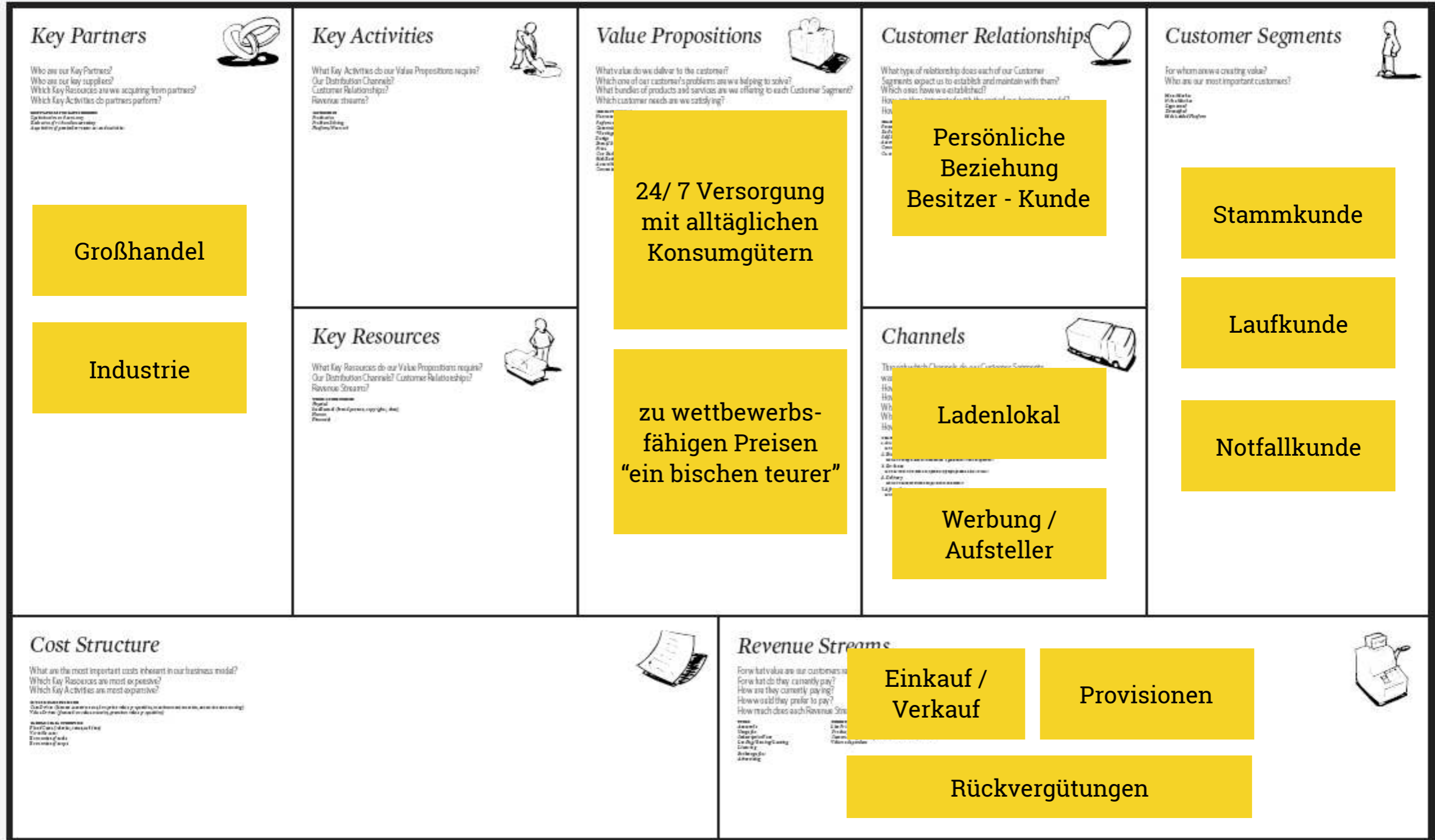
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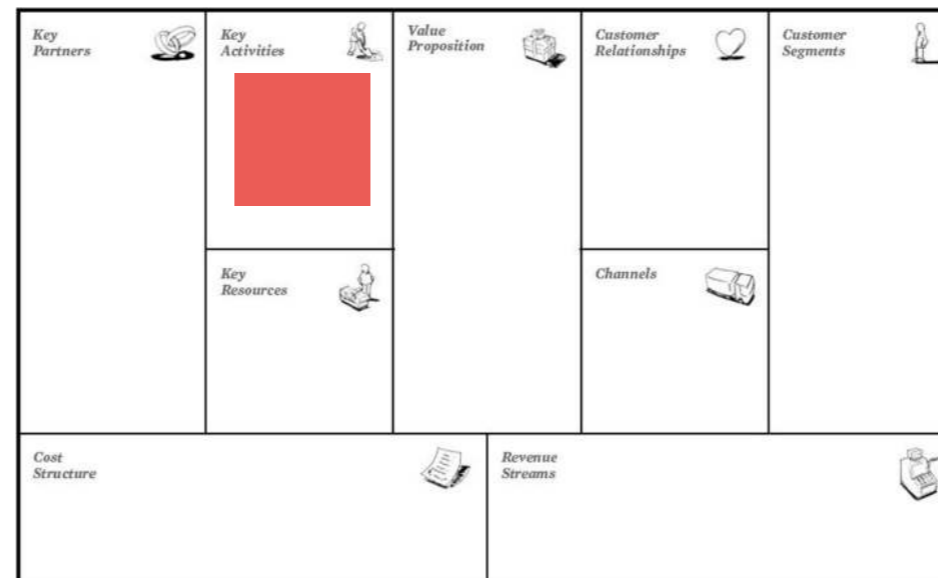
On:

Iteration:



#07

Key Ressources



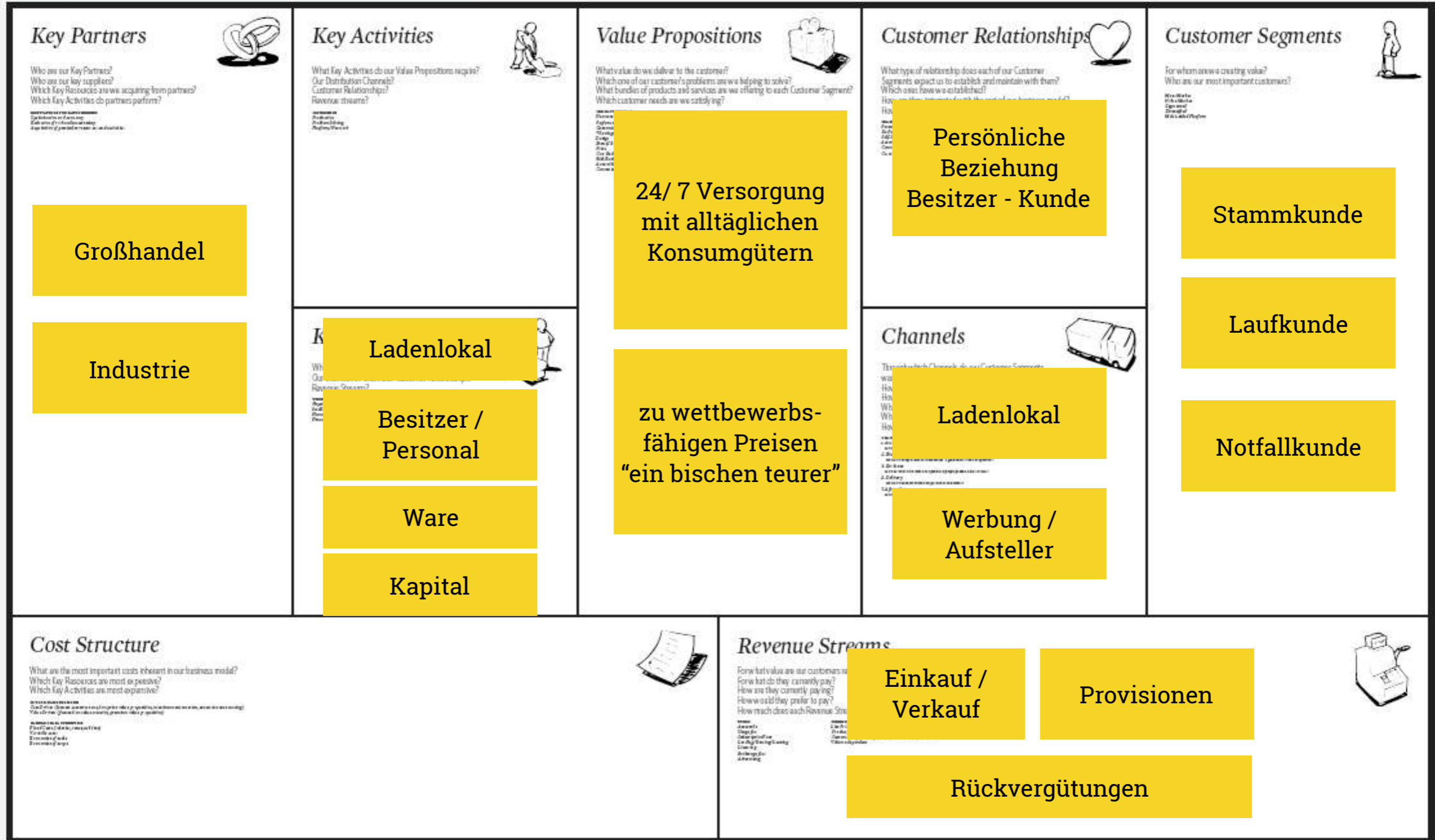
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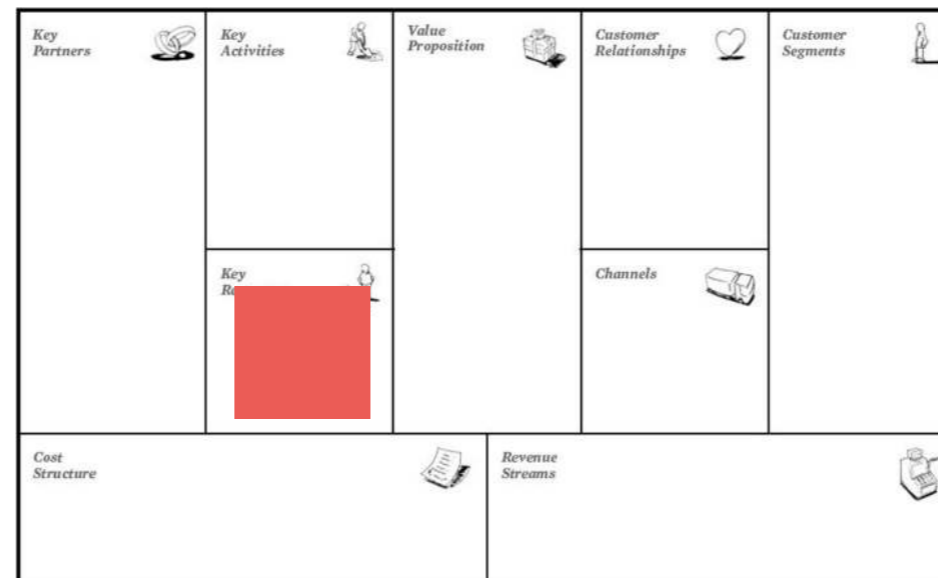
On:

Iteration:



#08

Key Activities



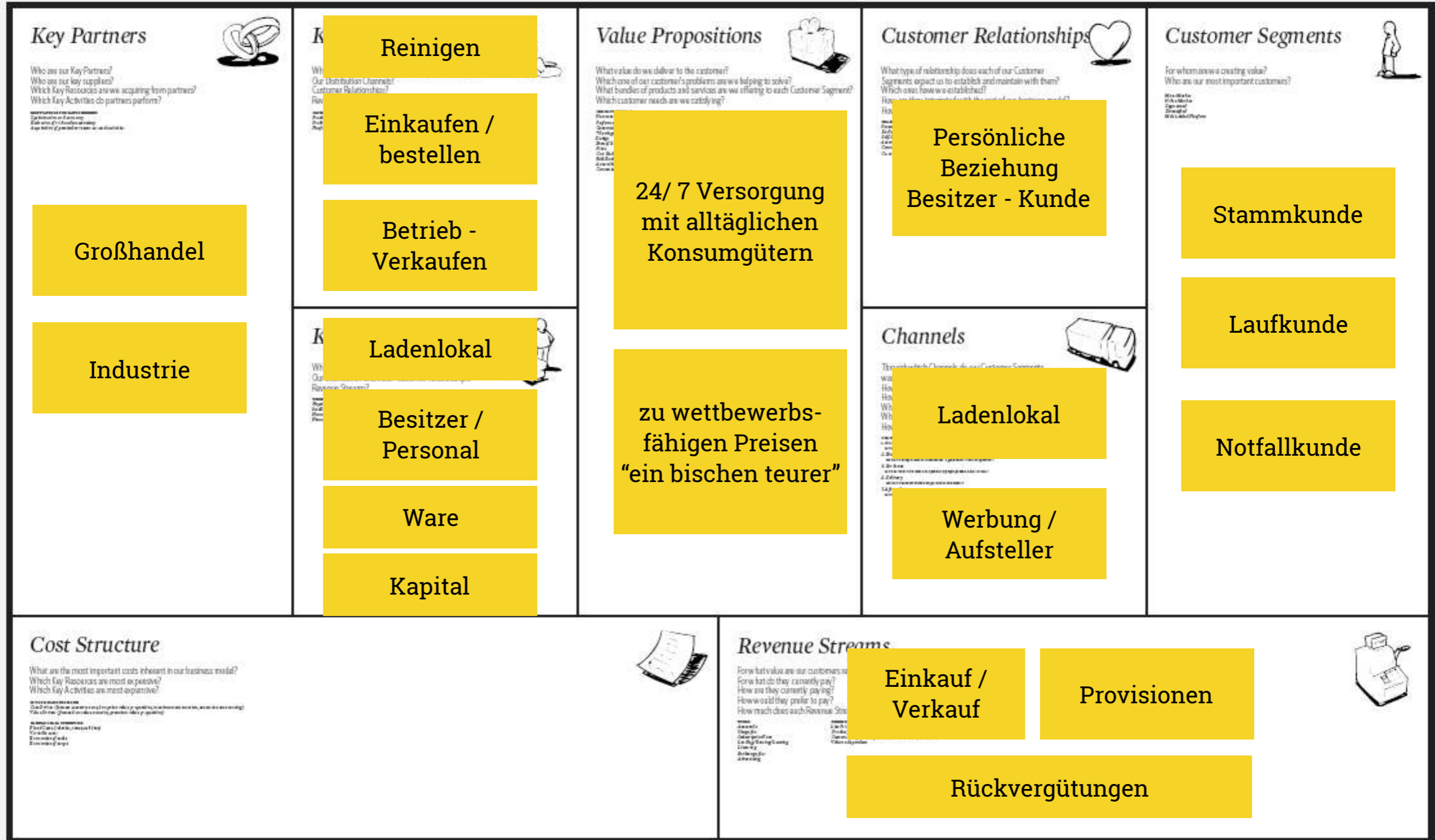
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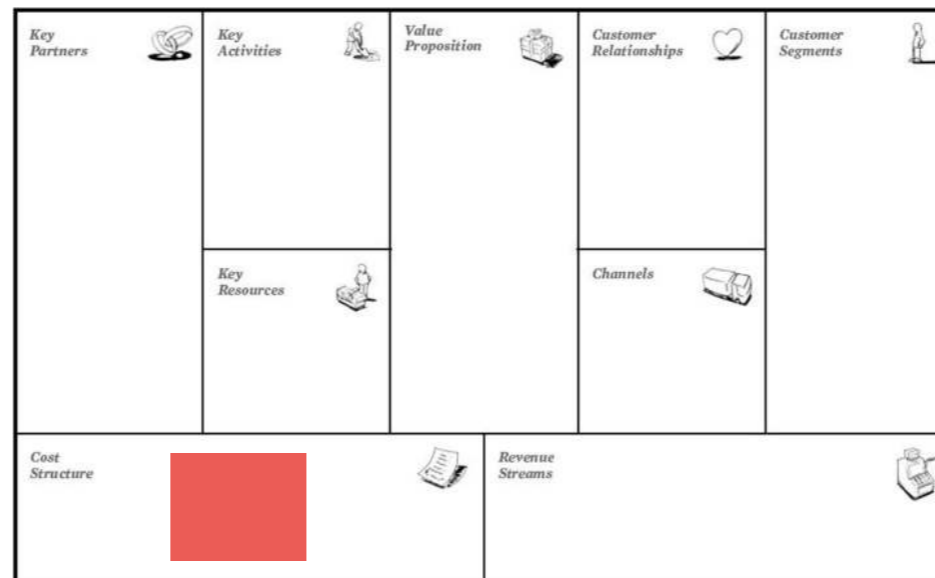
On:

Iteration:



#09

Cost Structure



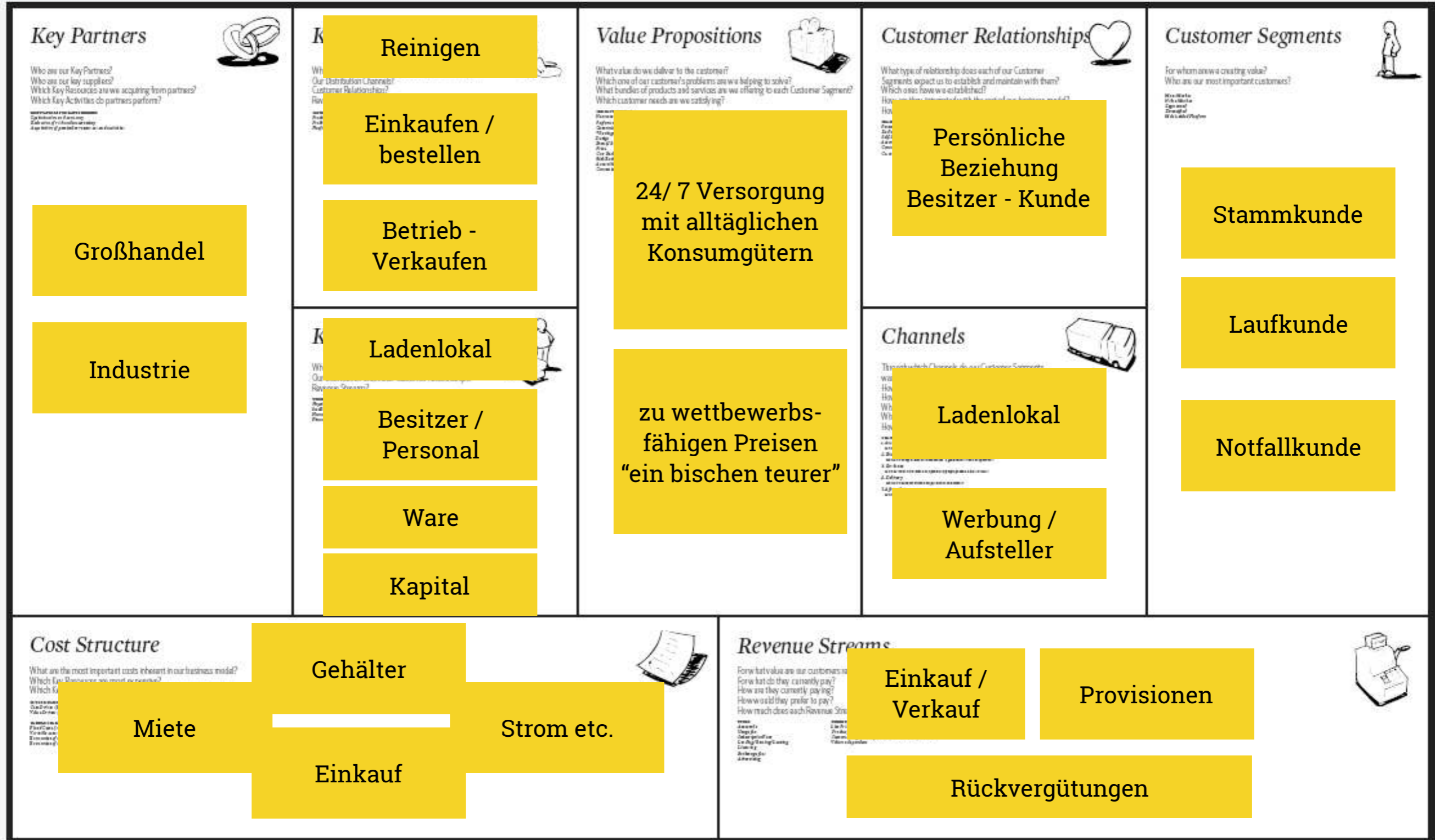
The Business Model Canvas

Designed for:

Designed by:

On:

Iteration:



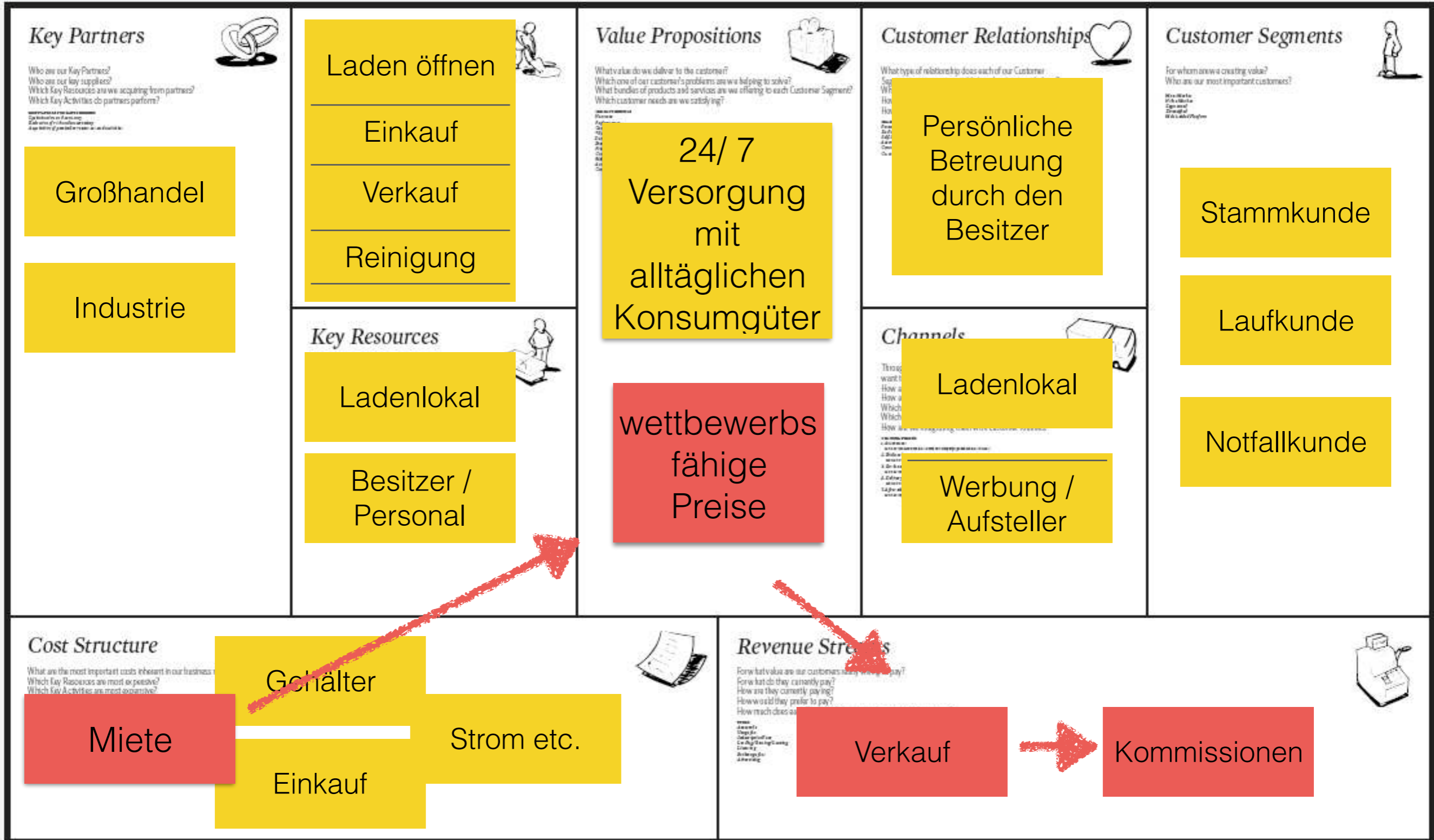
#10

Dynamik

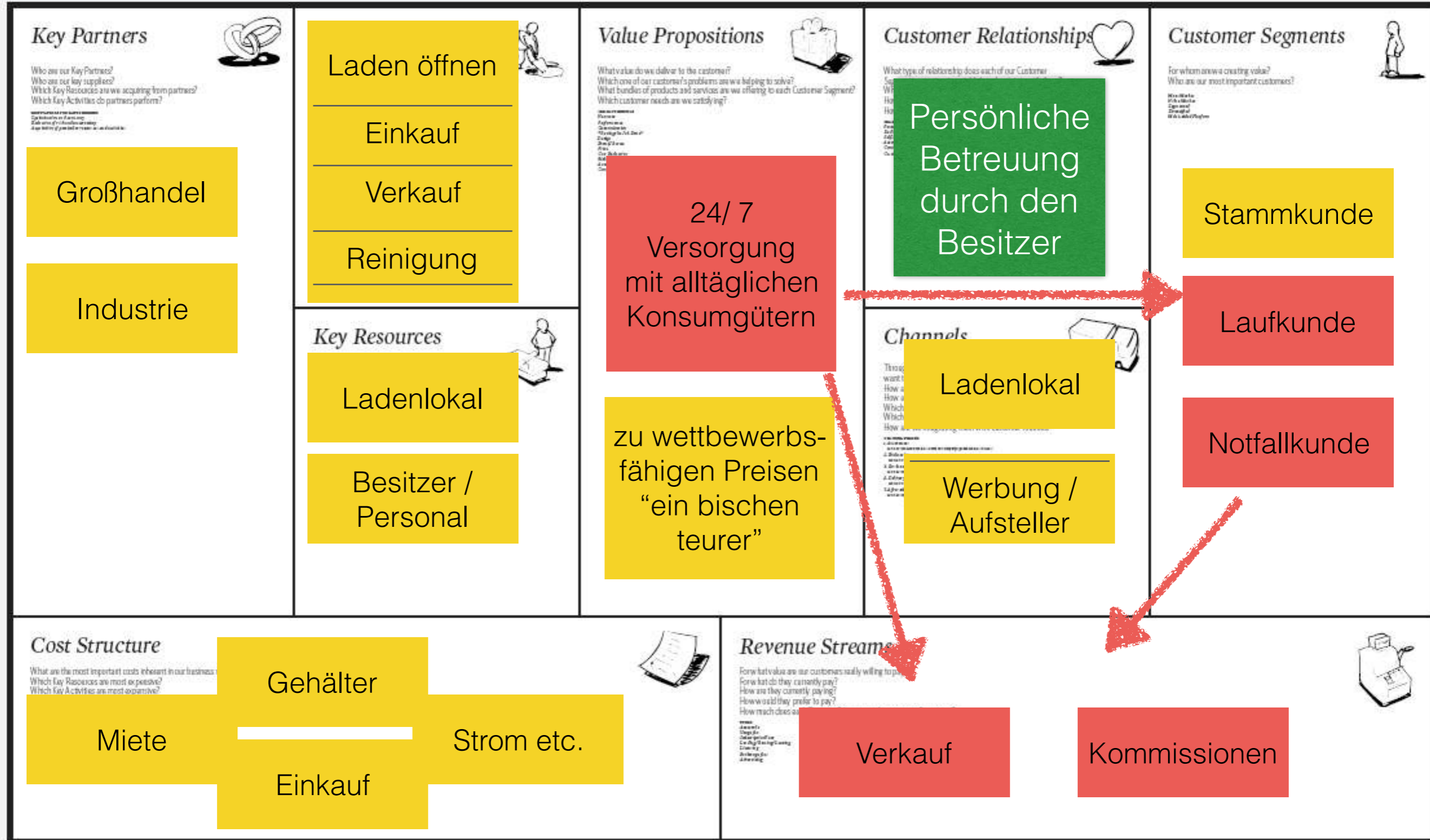
Was wäre wenn ...

- Nebenan ein REWE-to-go aufmacht
- amazon seine Walk Through Technologie nach Deutschland bringt
- Die Mietpreise in der Innenstadt explodieren
- Ein findiges Start-up eine Kiosk App baut
- Lieferanten / Großhändler pleite machen
- **Was kann / soll der Besitzer tun?**

Mietpreise explodieren



Nebenan macht ein REWE auf



eine Kiosk App

