The Business Model Canvas

Designed for:

Elevated Innovation

Designed by:

Student team

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Elevator configurator

Key Partners

Who are our Key Partners? Who are our key suppliers? Which Key Resources are we acquiring from partners? Which Key Activities do partners perform?

- -The sales department of the company we are creating the tool for. Trying to sell elevators as efficiently as possible. They are able to provide us with insight in the sales process and systems used by salespeople, and also in their customer segments that we are targeting.
- -The company can also help us design the code of the configurator in order to make it communicate seamlessly with the other systems used by the company.

Key Activities

What Key Activities do our Value Propositions require? Our Distribution Channels? Customer Relationships? Revenue streams?

- -Continuous development and testing of well-performing tool is important.
- -Revenue increased as sales increase when we expand the customer segment -Customer relationship management for sustainable long term business.
- -Customer qualifying is a key activity for salespeople - who should the configurator be offered to to maximize it's potential?
- -Well-structured interface that's minimizing typos and mistakes so cancellations and changes are avoided.

Key Resources

What Key Resources do our Value Propositions require?
Our Distribution Channels? Customer

Relationships?
Revenue Streams?

- -Understanding of customer needs: What they want is easier processes and cheaper prices (simplified)
- -User friendly interface
- -Customer relationships handled by sales with existing software
- -Usefulness for sales by smooth integration with sales systems.

Value Propositions

What value do we deliver to the customer? Which one of our customer's problems are we helping to solve?

What bundles of products and services are we offering to each Customer Segment?
Which customer needs are we satisfying?

- -Online elevator configurator tool for low-price versions
- -Making choosing and purchasing easier and less time consuming for elevator buyers.
- -Similar repeated purchases made possible to make with less effort by using saved templates in the configurator.
- -Making elevator sales process less time- and resource-consuming and more efficient for the sales team. Less time spent on low-incentive sales → More time for profitable activity.

Customer Relationships

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?

-Long term relationships important in order to take advantage from efficient repeated sales with the tool's help. Affordable base alternatives and price visibility for options eg. builds trust, which is also useful for long-term sales. -Currently targeted customer segment already have a relationship with Kone. -Personal connection with sales representative for comfort and trust.

Channels

Through which Channels do our Customer Segments want to be reached?

How are we reaching them now?

How are our Channels integrated?

Which ones work best?

Which ones are most cost-efficient?

How are we integrating them with customer routines?

- -Login credentials are provided to strategically hand-picked customers by company salesperson when considered a smart move. This procedure is used in order to reduce price transparency and avoid cannibalization of more expensive products.
- -Guidance by phone or e-mail provided by salesperson if needed.

Customer Segments

For whom are we creating value?
Who are our most important customers?

- -Company sales department, that would rather use their time on more profitable deals. Struggling to find time and motivation for low-cost version sales.
- -Large construction companies and contractors (mainly their project managers) in Austria. Already Kone customers that are somewhat familiar with the products and have some technical knowledge.
- -Also possible to expand the customer segment to include different countries and smaller contractors in the future. This segment currently sees our company as a big, impersonal, expensive and unpleasant alternative, and rather uses local, cheap elevator manufacturers. They possess less technical knowledge, so the importance of a simple, user friendly interface becomes even bigger.

Cost Structure

What are the most important costs inherent in our business model? Which Key Resources are most expensive? Which Key Activities are most expensive?

-Almost no extra cost when the configurator is up and running. Key resources are already in the company in the form of sales know-how and customer understanding -Minor server costs and maintenance, updating, improving and administrative costs may occur.

Revenue Streams

For what value are our customers really willing to pay? For what do they currently pay? How are they currently paying? How would they prefer to pay?

market share and sales, and also from less time spent per deal (more time available for other profitable activities)

-Revenue is generated from both expanded

How much does each Revenue Stream contribute to overall revenues?

- -Low price usually most critical factor for project managers making elevator decisions
- -Targeted customers are willing to pay for a stripped-down product, pay for nothing but the things they need and want