Let’s Talk about the Canvas

The Business Model Canvas is a great way to capture the important aspects of your business, and through customer interviews, be sure that your assumptions are correct.
Part 2

Channels

Customer Relationships
Keep building the right side of the canvas
What is a Channel?

A channel defines how your customers want to be reached.

Don’t be afraid to ask your customers!!!! They know best.
Channels

• HOW DOES EACH CUSTOMER SEGMENT WANT TO BE REACHED??
• How are competitors reaching them now?
• Which methods work best? Which are most cost-efficient?
• How are we integrating them with customer routines?
Where do you buy products today?
Some Channel Examples

• Direct sales – Ex. Etsy, Girls Scout Cookies
• Distributors/Resellers – Ex. Alibaba, Zulily
• Retailers – Ex. Mom & Pop shops, boutiques
• Mass Merchandisers – Ex. Amazon, WalMart
Customer Relationships

How are we going to

GET

KEEP and

GROW our customer base?
GET - KEEP - GROW

PHYSICAL

WEB/MOBILE/CLOUD

Credit: guides.co
How will you attract (GET) customers?

FREE
• Blogs
• Brochures
• Product reviews

PAID
• Ads
• Promotions
How will you hold onto (KEEP) customers?

- Loyalty programs
- Product updates
- Customer surveys
- Customer check-in calls
How will you increase (GROW) your customer base?

• Upselling
• Cross-selling
• Referrals
• Unbundling your package
Each customer segment may have a different value proposition, way of reaching them and way of keeping them as a customer.
Will you be selling to other business?

IBM, Square, Salesforce.com

Or to consumers?

McDonalds, Xbox, Netflix