

# 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.

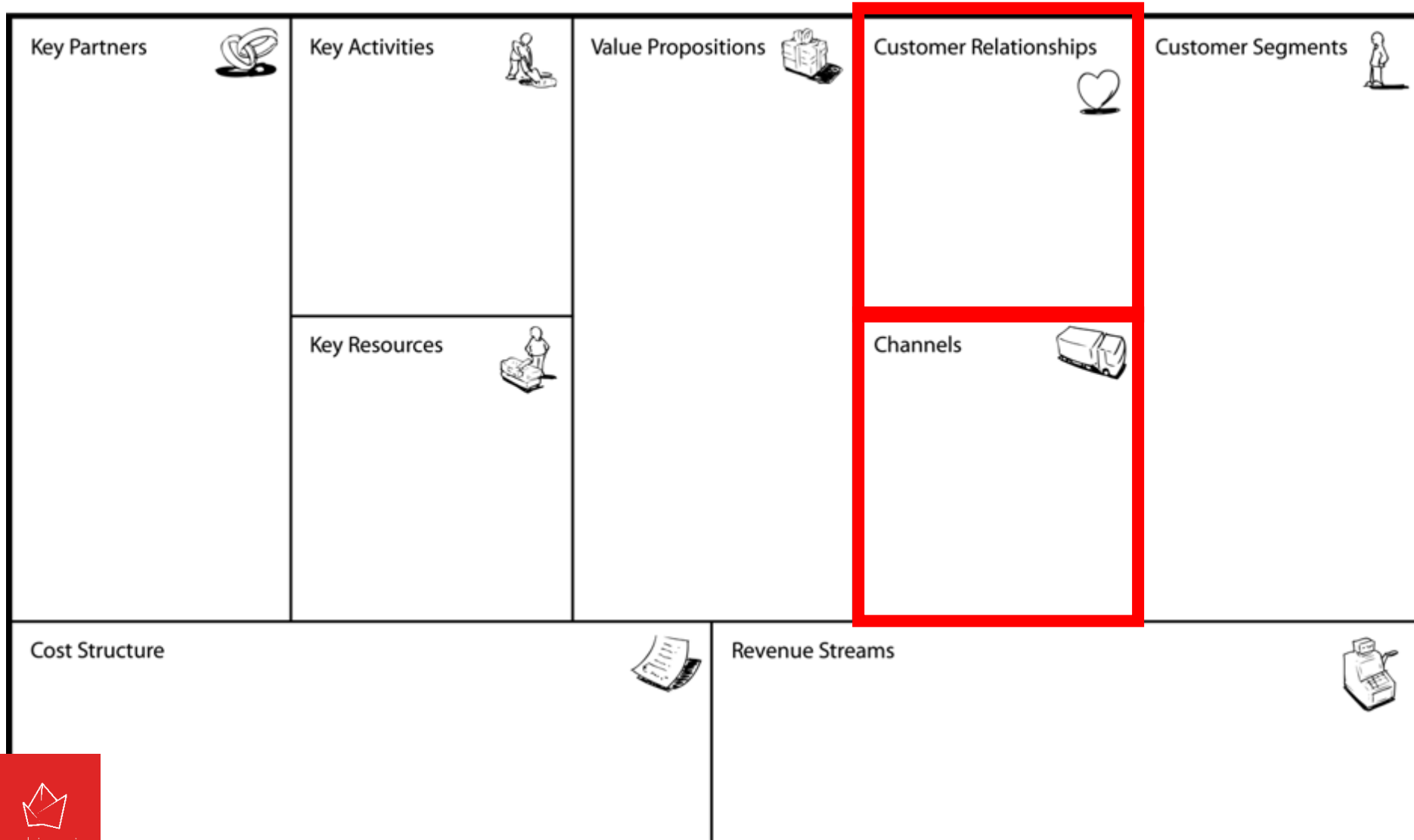


# Part 2

Channels

Customer Relationships

# Keep building the right side of the canvas



A network diagram with blue person icons and labels like 'Reseller', 'Dealer', 'Customer', and 'Consultancy'. The 'Customer' label is highlighted in a red speech bubble.

## What is a Channel?

A channel defines how your customers want to be reached.

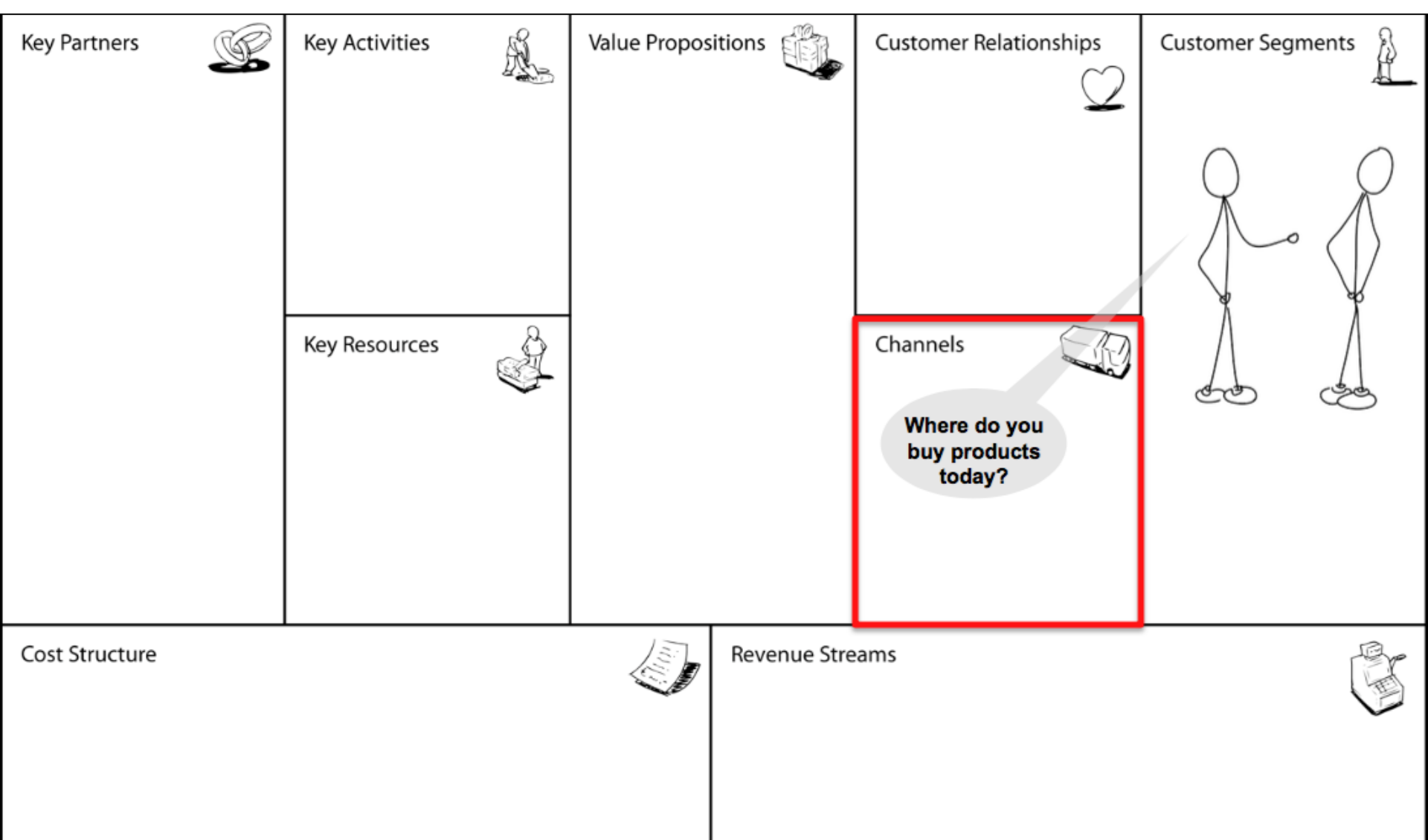
Don't be afraid to ask your customers!!!! They know best.



# 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?





# 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

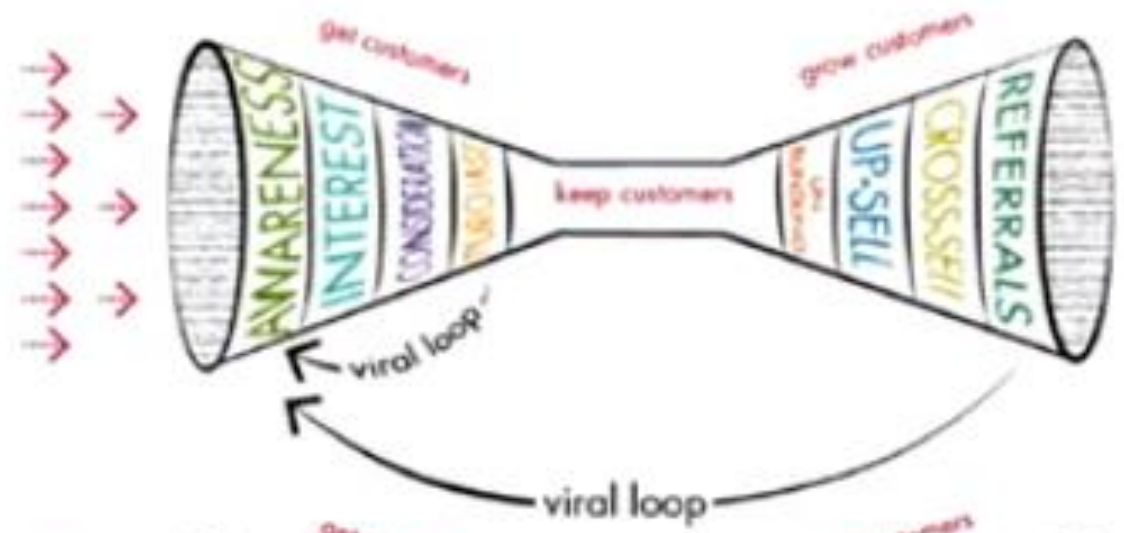
GROW our customer base?



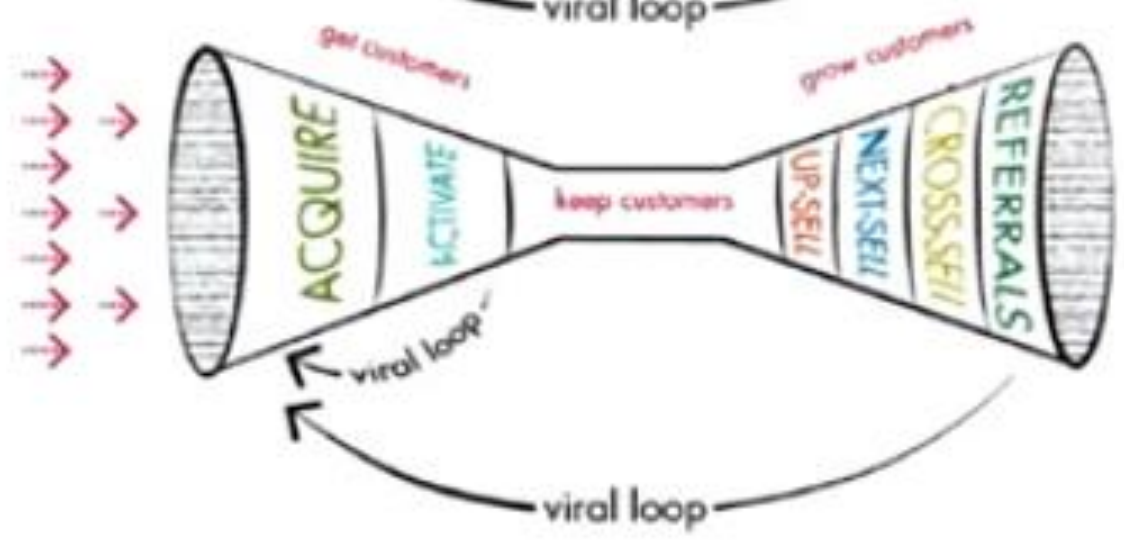


# GET-KEEP-GROW

PHYSICAL



WEB/  
MOBILE/  
CLOUD



# 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.

### Customer Segment #1

Value Propositions



Customer Relationships



Channels



Revenue Streams



### Customer Segment #2

Value Propositions



Customer Relationships



Channels



Revenue Streams



### Customer Segment #3

Value Propositions



Customer Relationships



Channels



Revenue Streams



# Will you be selling to other business?



IBM , Square, Salesforce.com

## Or to consumers?



McDonalds, Xbox, NetFlix





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