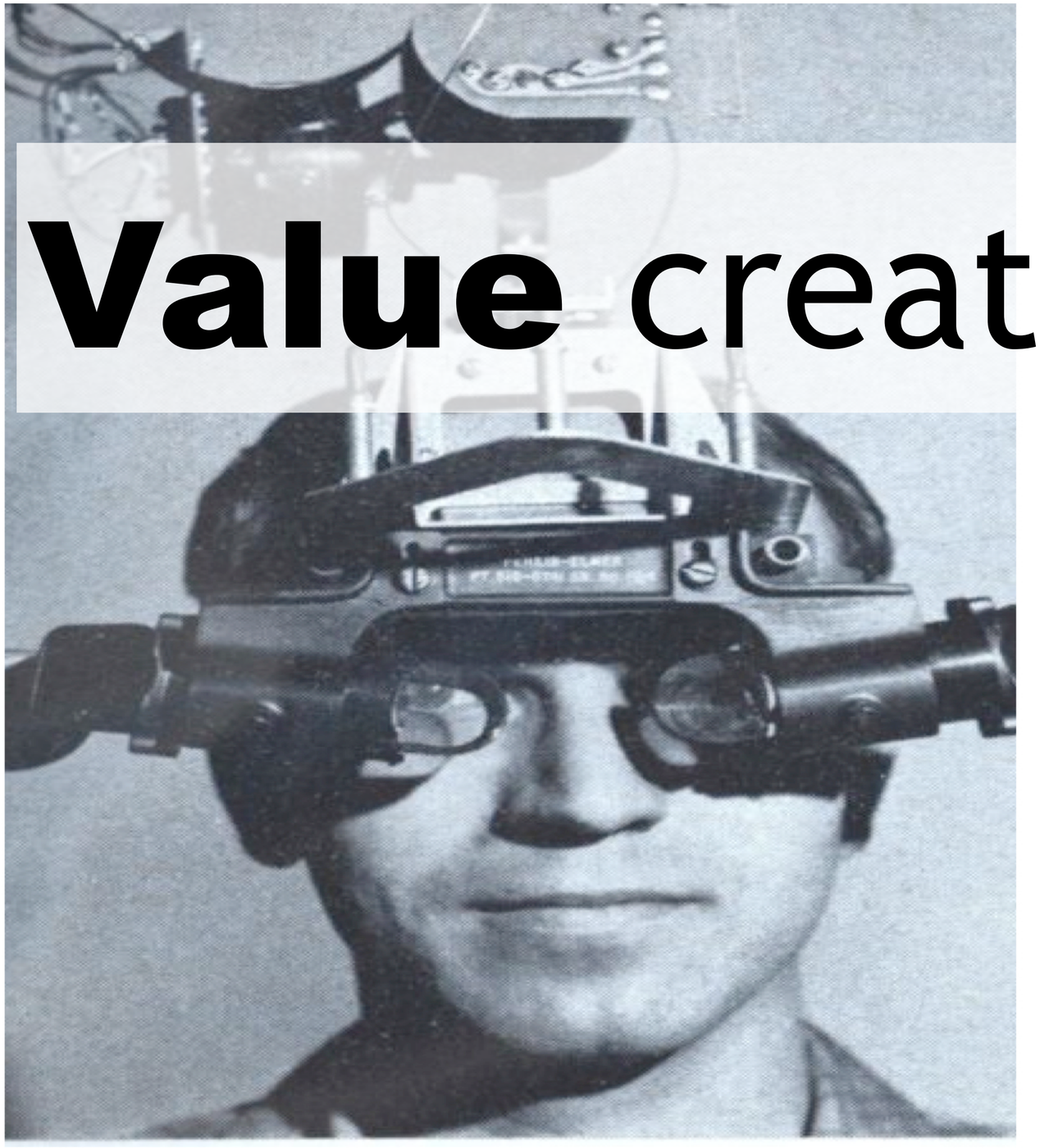
Value creation



9 building blocks

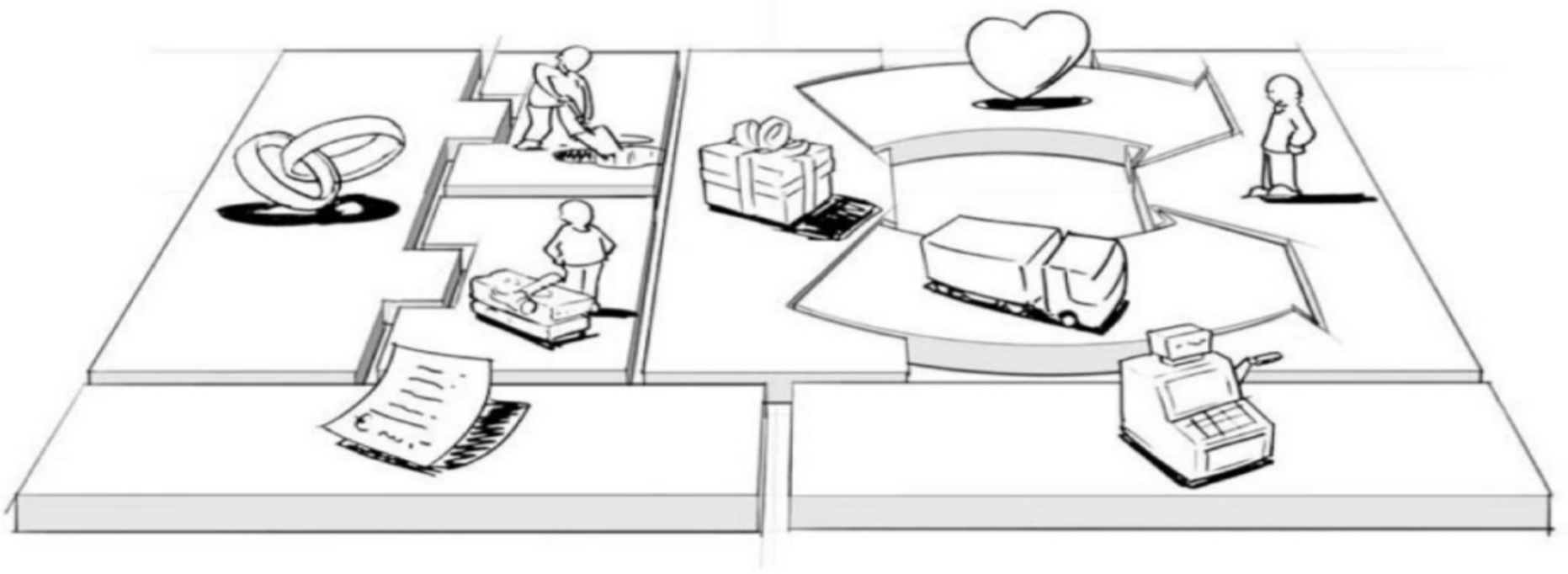


Image Source: Alex Osterwalder, JAM

Key Partners

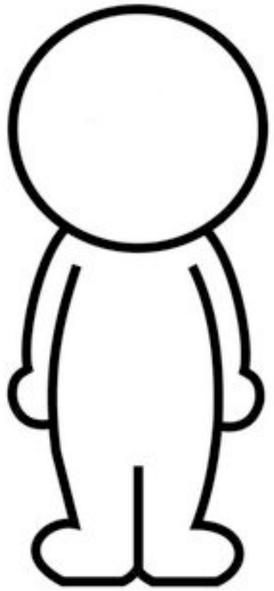
Key Activities

Key Resources

Value Proposition

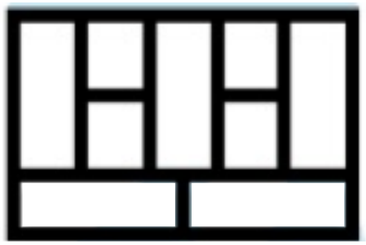
Customer Relationships

Customer Segments

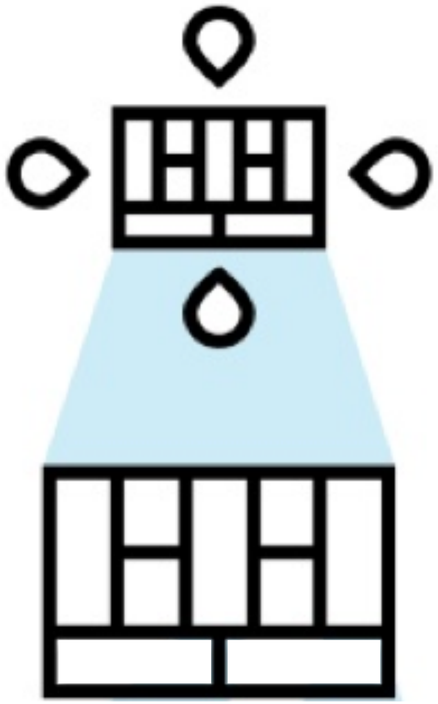


Cost Structure

Revenue Streams

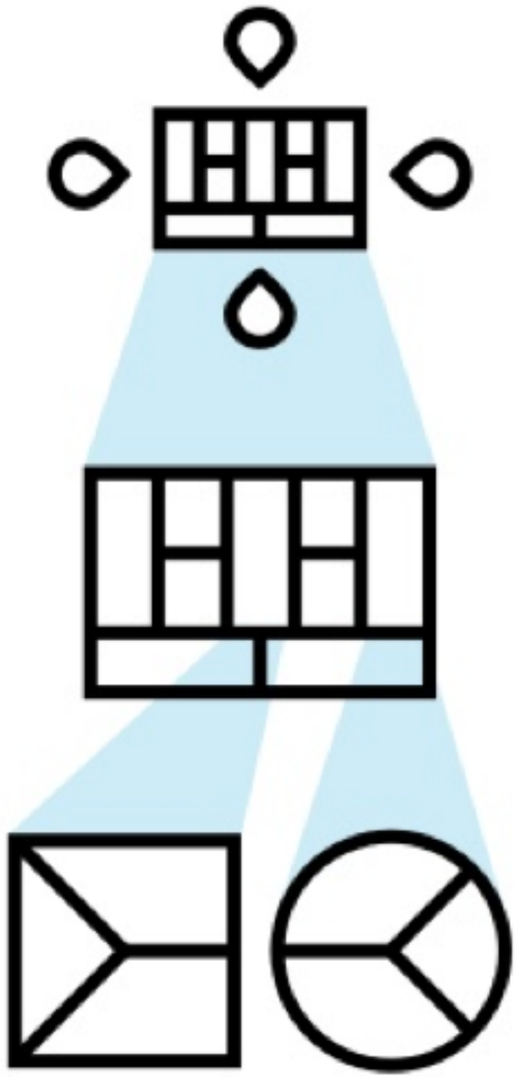


The Business Model Canvas
helps you
create value for your business



The External Environment
describes the
space where you create

The Business Model Canvas
helps you
create value for your business



The External Environment
describes the
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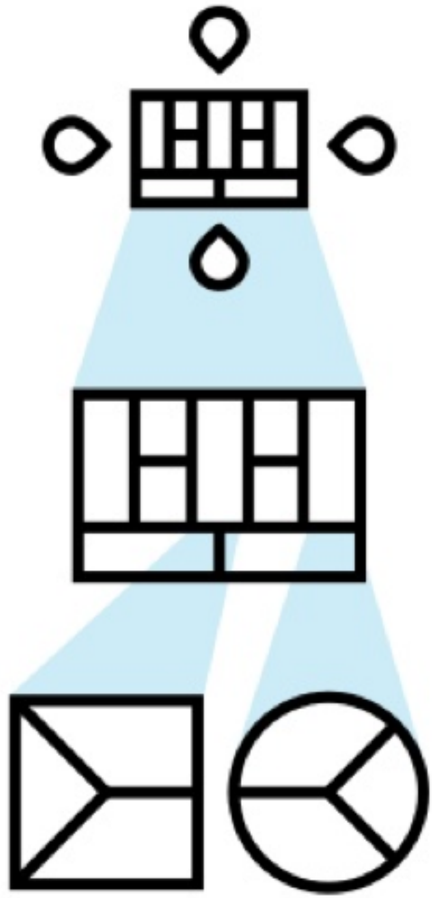
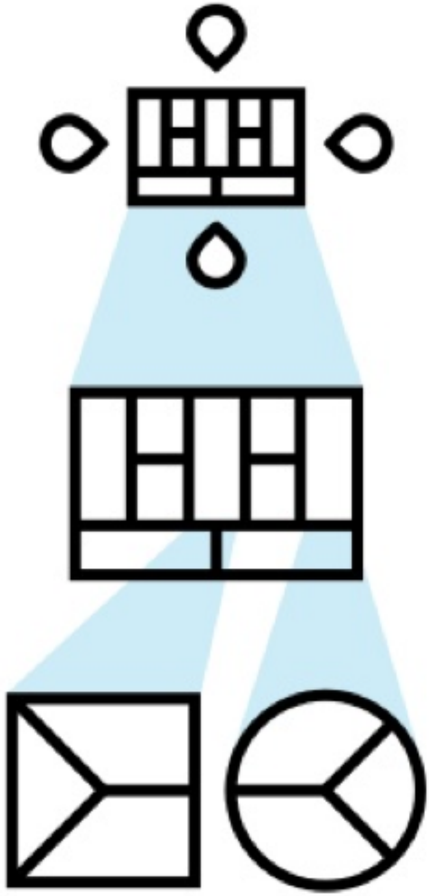
The Business Model Canvas
helps you
create value for your business

The Value Proposition Canvas
helps you
create value for your customer

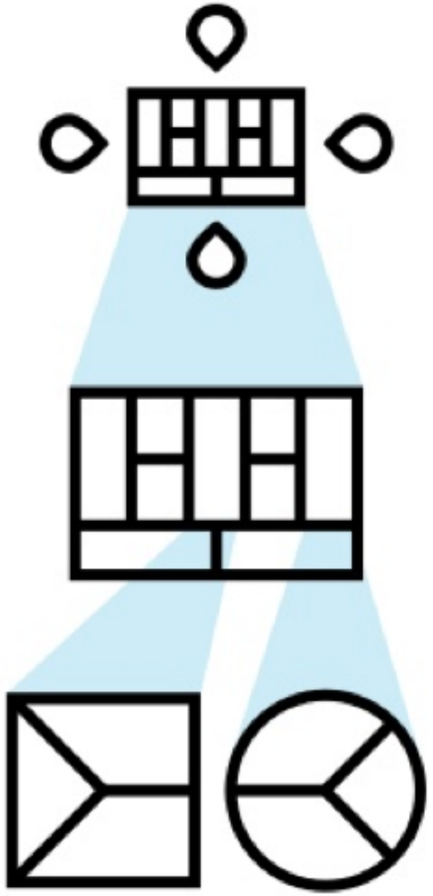


CANVAS

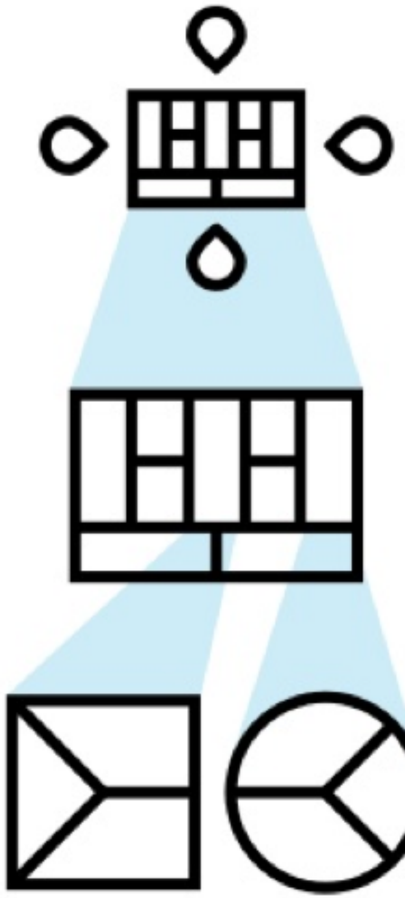


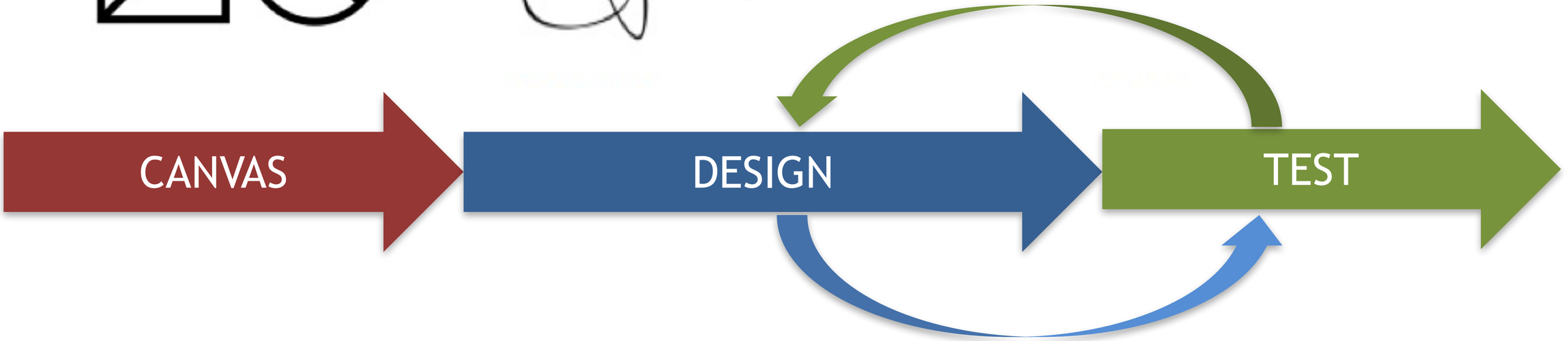
CANVAS

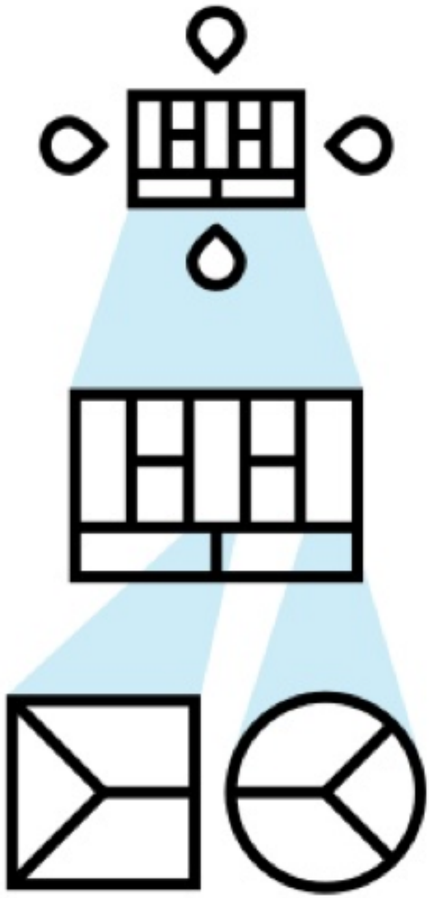
DESIGN

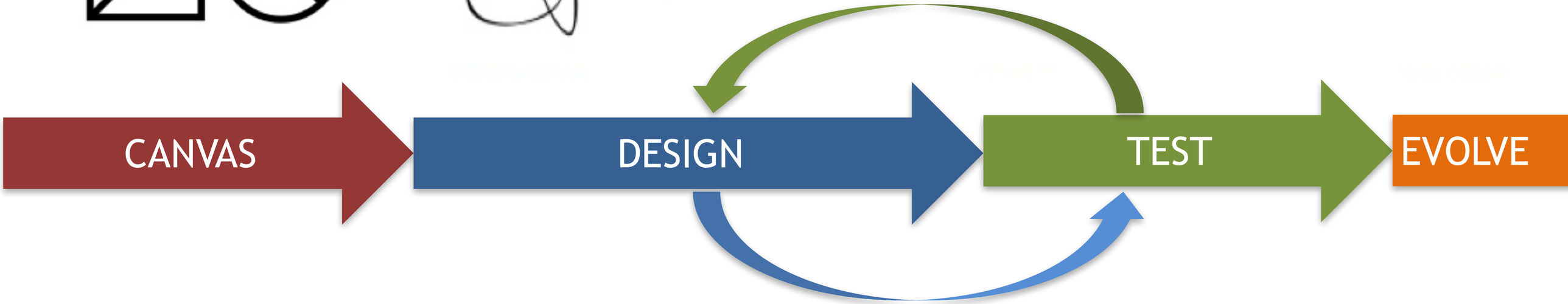


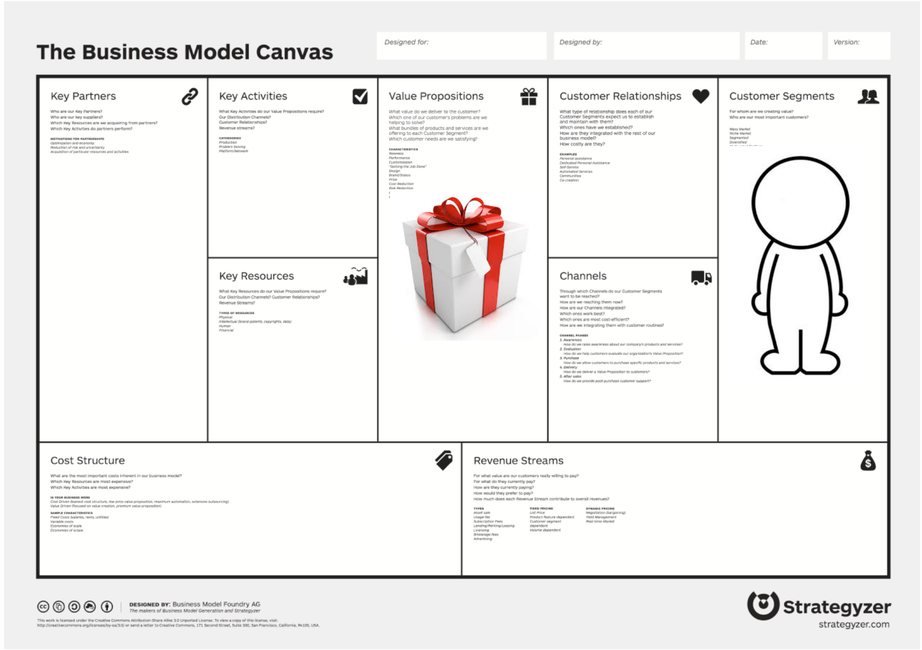
CANVAS → DESIGN → TEST



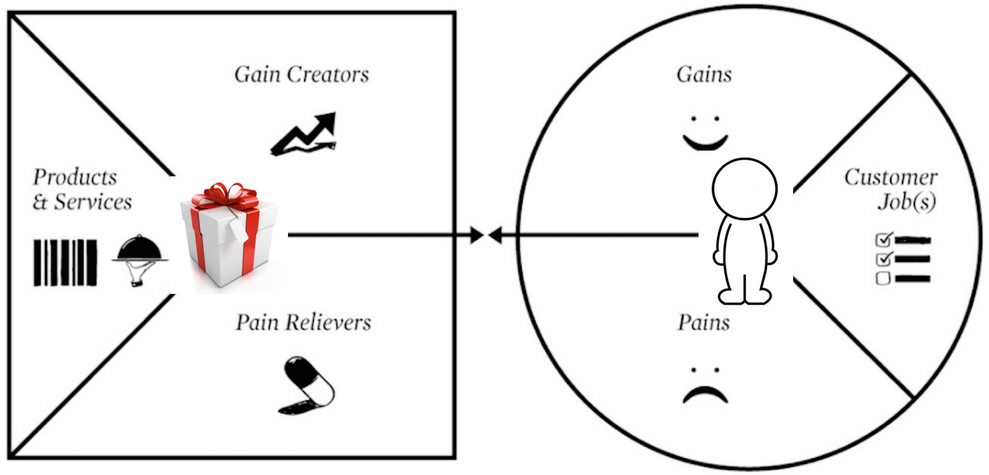

CANVAS
DESIGN
TEST

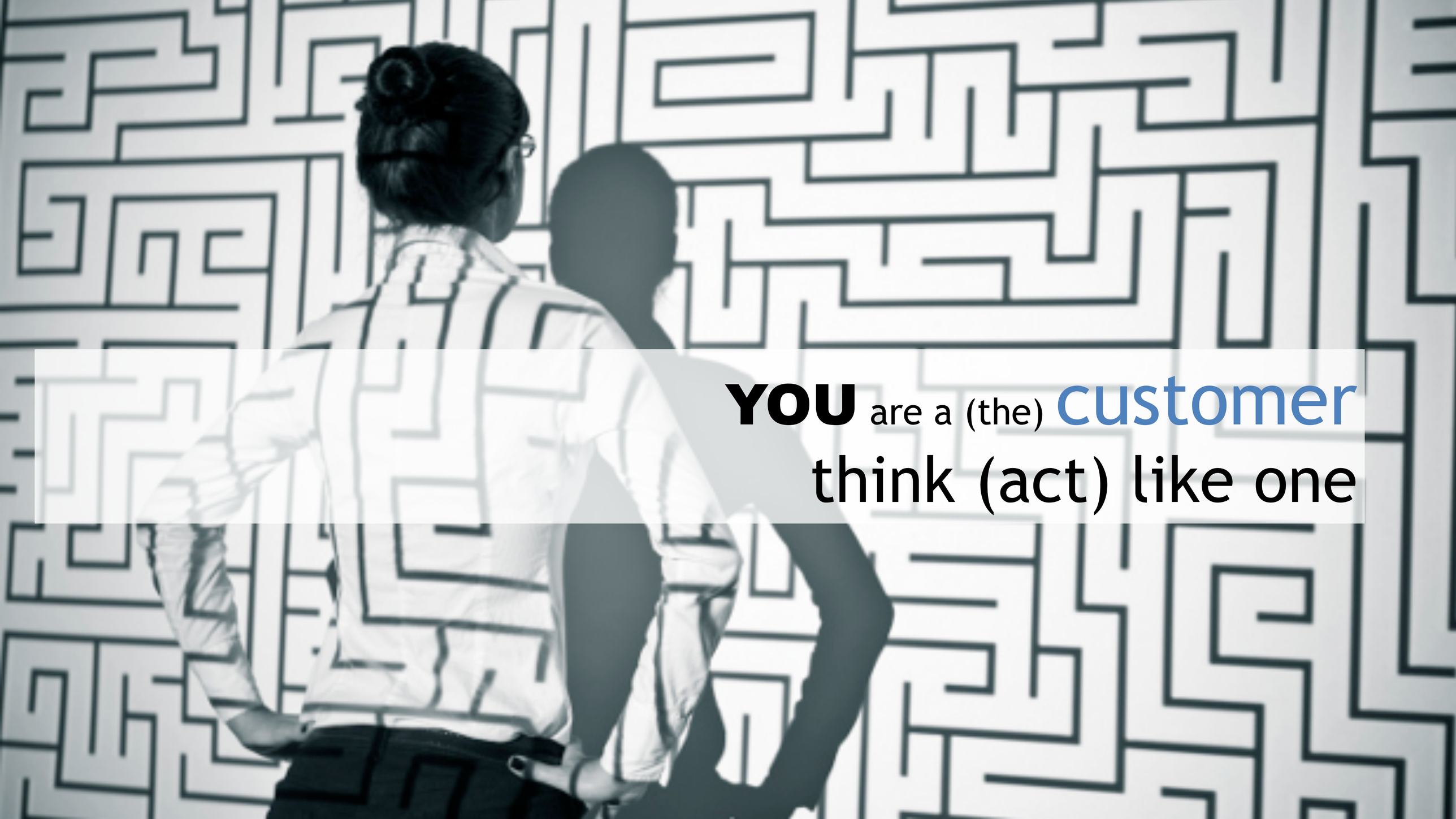



CANVAS
DESIGN
TEST
EVOLVE



zoom into the value proposition




YOU are a (the) customer
think (act) like one

“The **focus** should be on what jobs
customers are trying to get done.” – Tony Ulwick

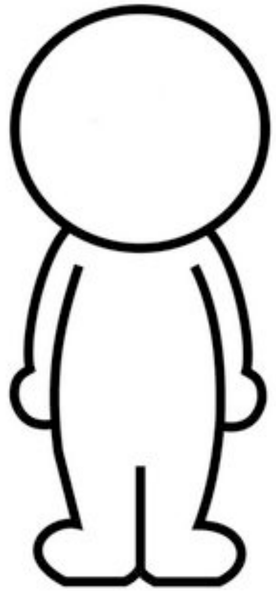
Customer

Job to be done

Value Proposition
Customer
Job to be done
FastTrack
Argos
FastTrack

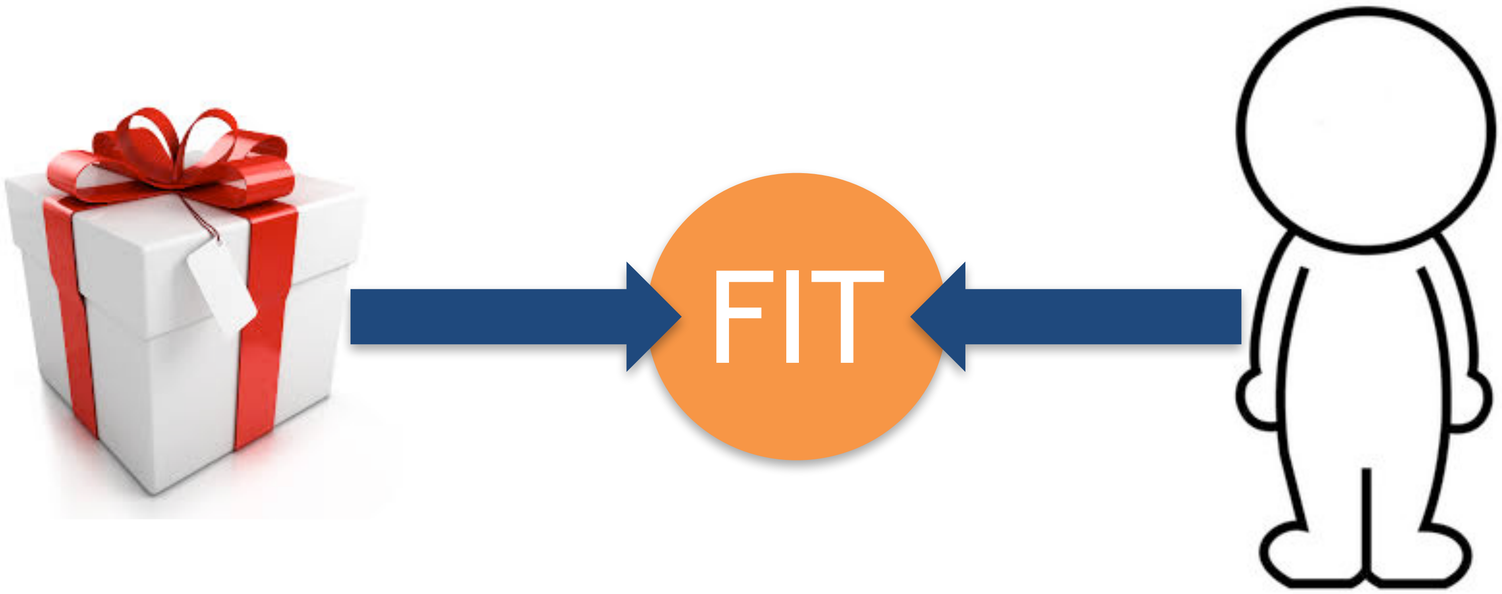
Value Map

Customer Profile



Value Map

Customer Profile

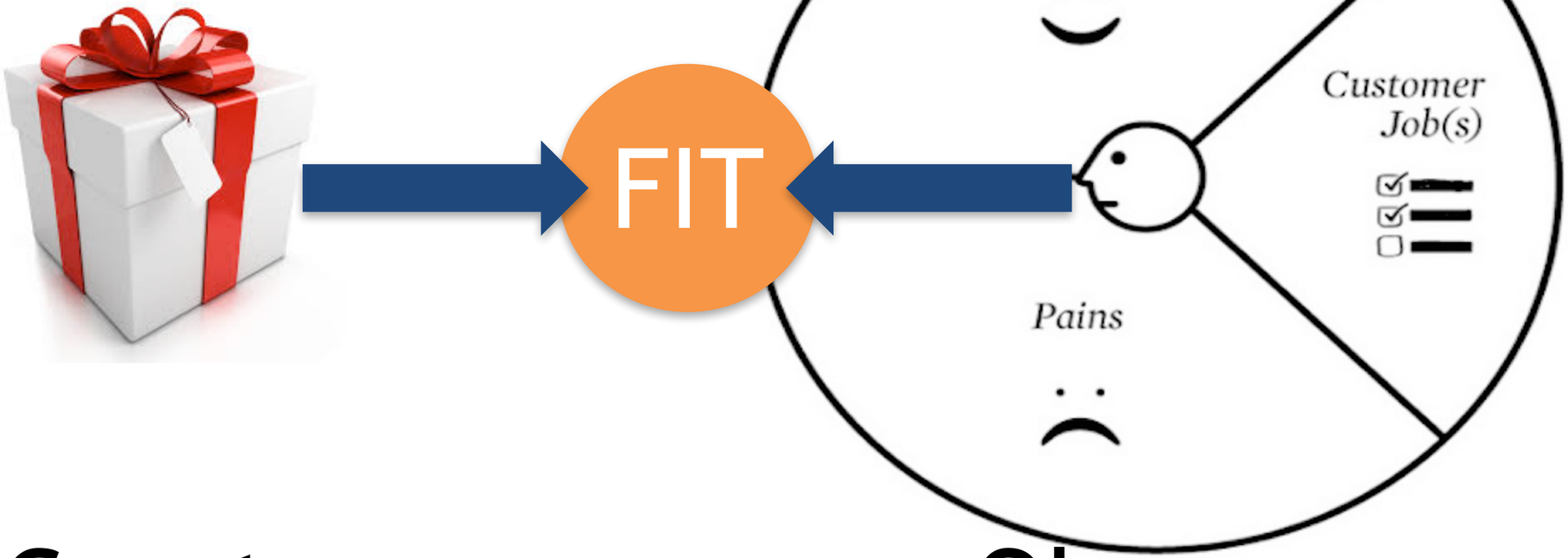


Create

Observe

Value Map

Customer Profile

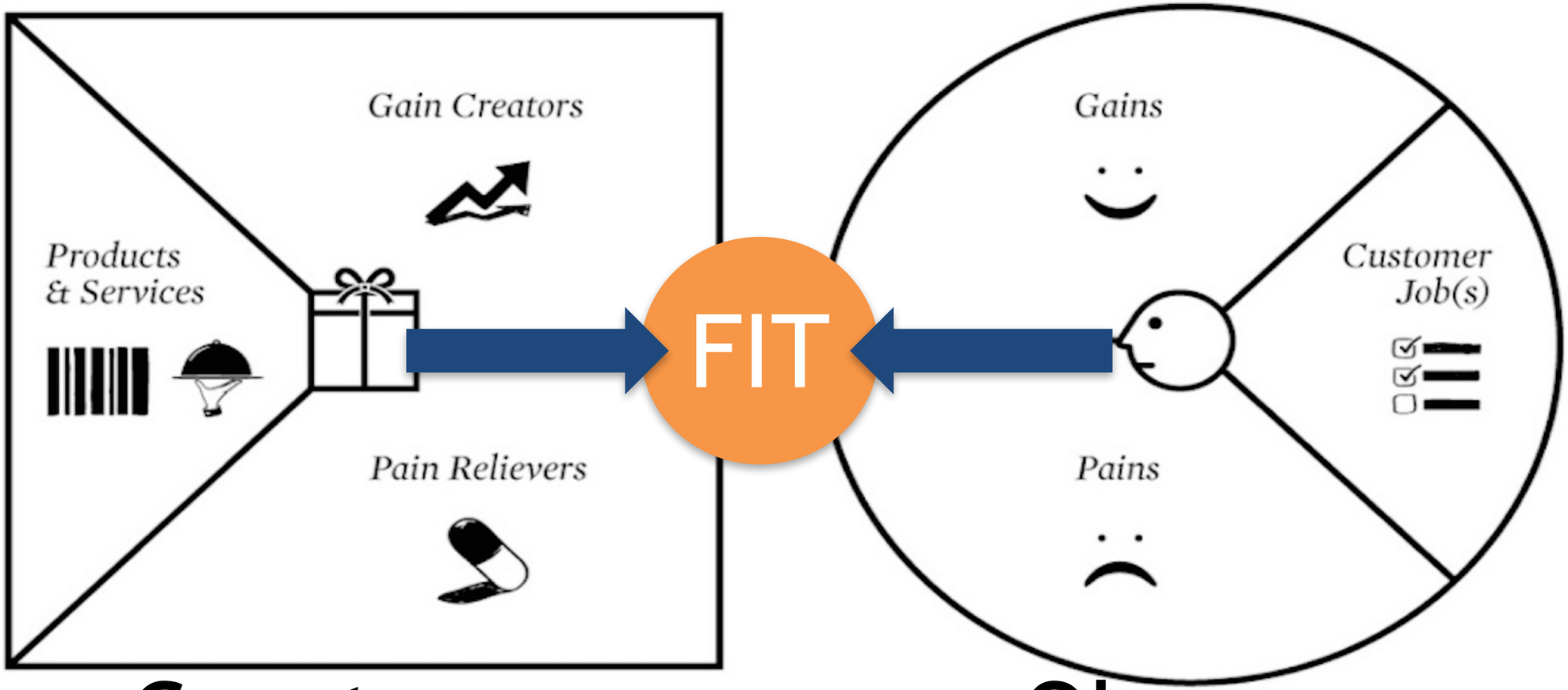


Create

Observe

Value Map

Customer Profile



Create

Observe

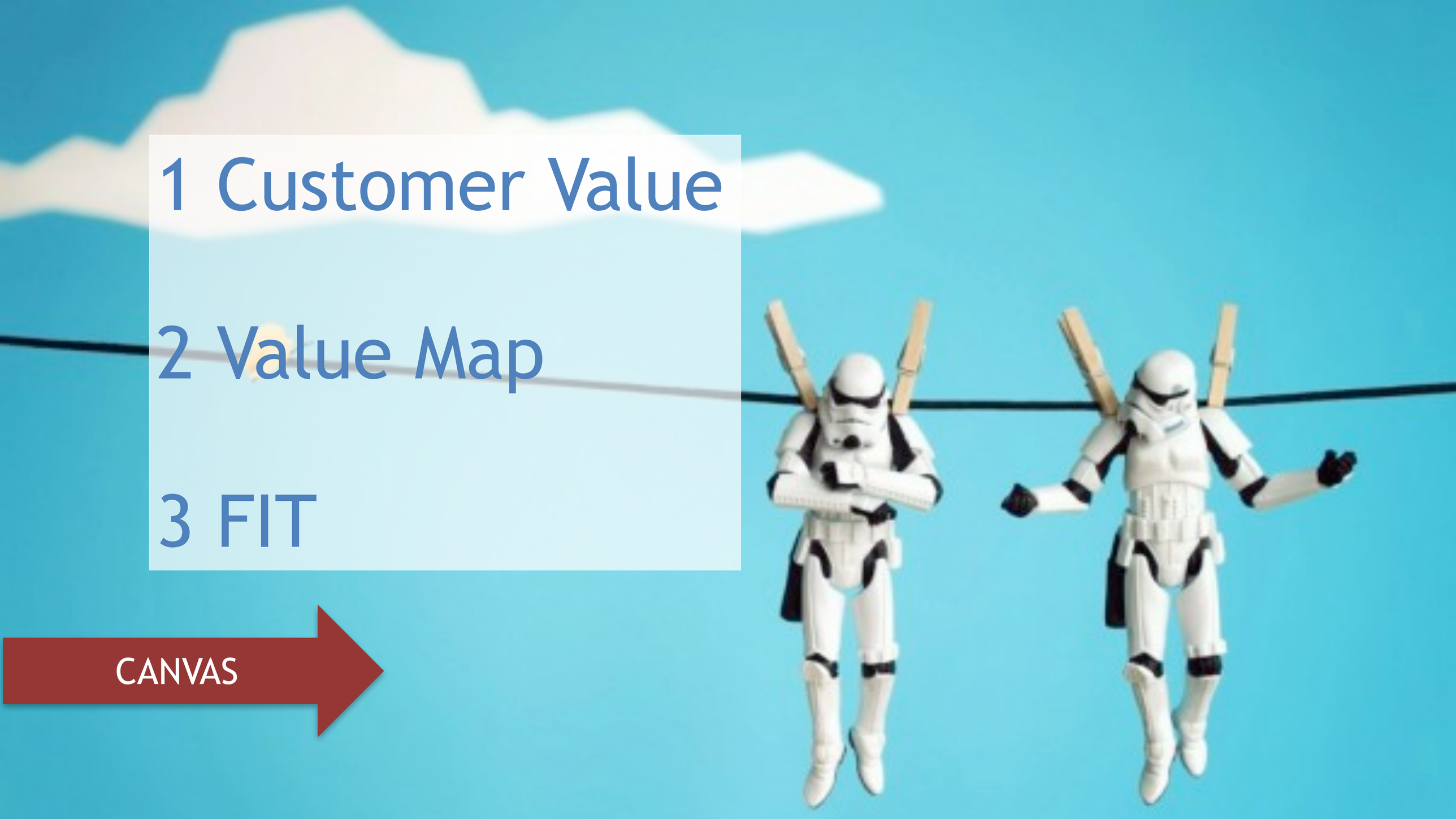
The **story** how you create
value for your customer

1 Customer Value

2 Value Map

3 FIT

CANVAS



On September 09, 2014
at Apple's Live Special Event,
Tim Cook announced Apple's vision
to replace...

...the wallet.

Paying for stuff can often be a real pain...

1 Customer Jobs

What customers are trying to get done in their work and life

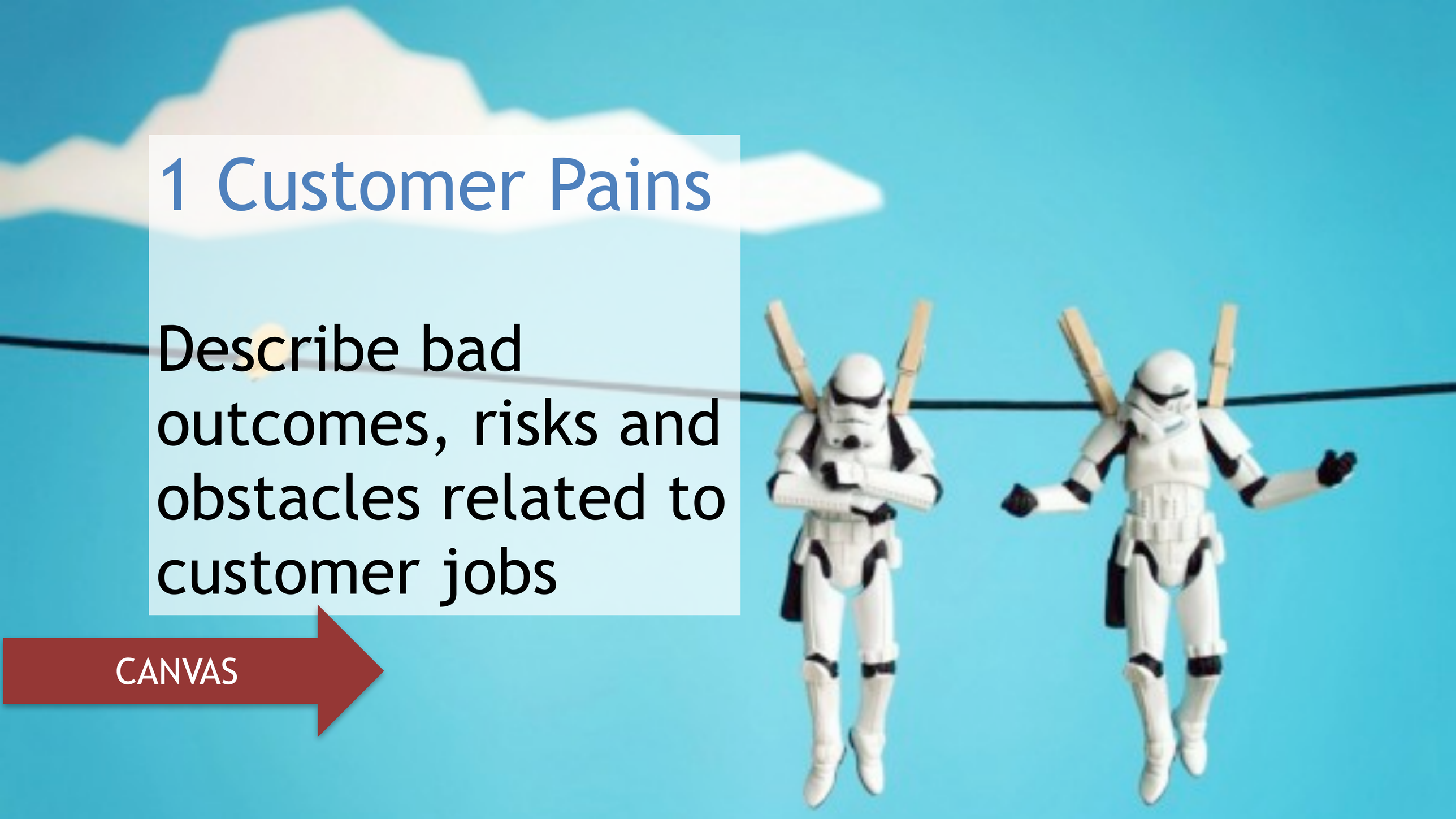
CANVAS

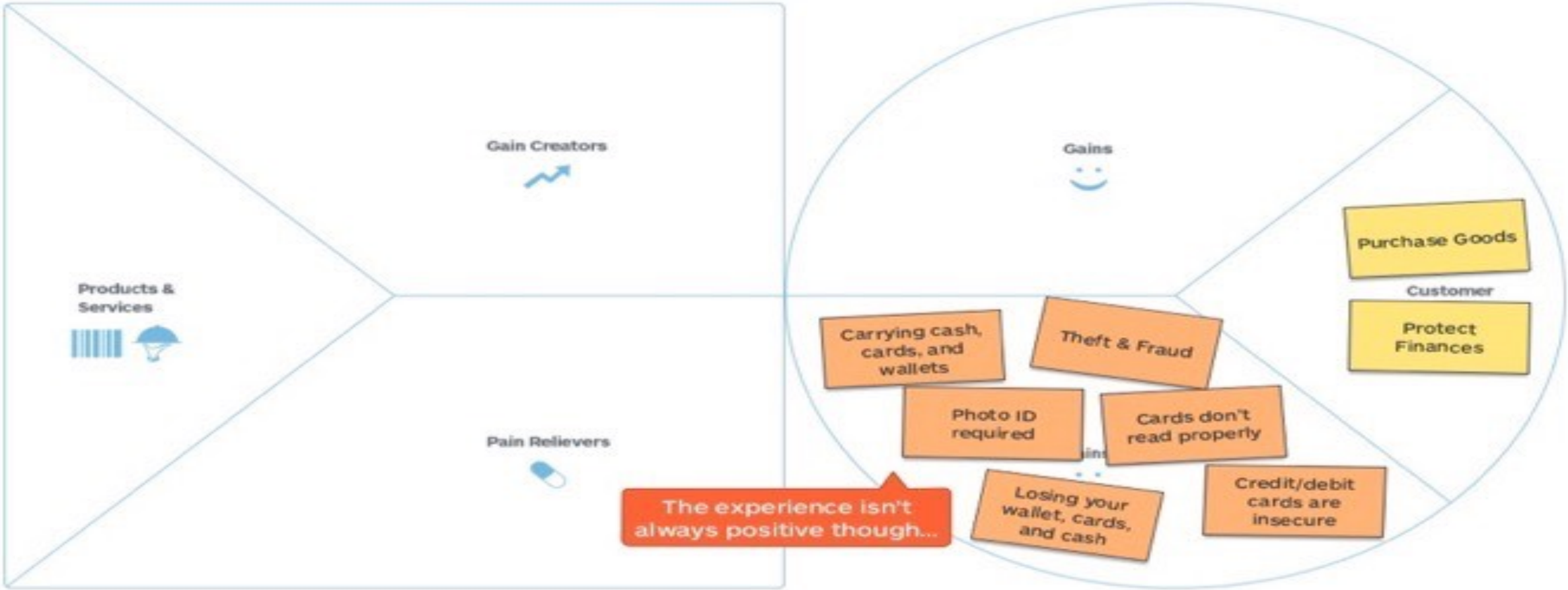
Products &
Services
Gain Creators
Pain Relievers
Gains
Pains
Consumers need to...
Purchase Goods
Customer
Protect Finances

1 Customer Pains

Describe bad outcomes, risks and obstacles related to customer jobs

CANVAS

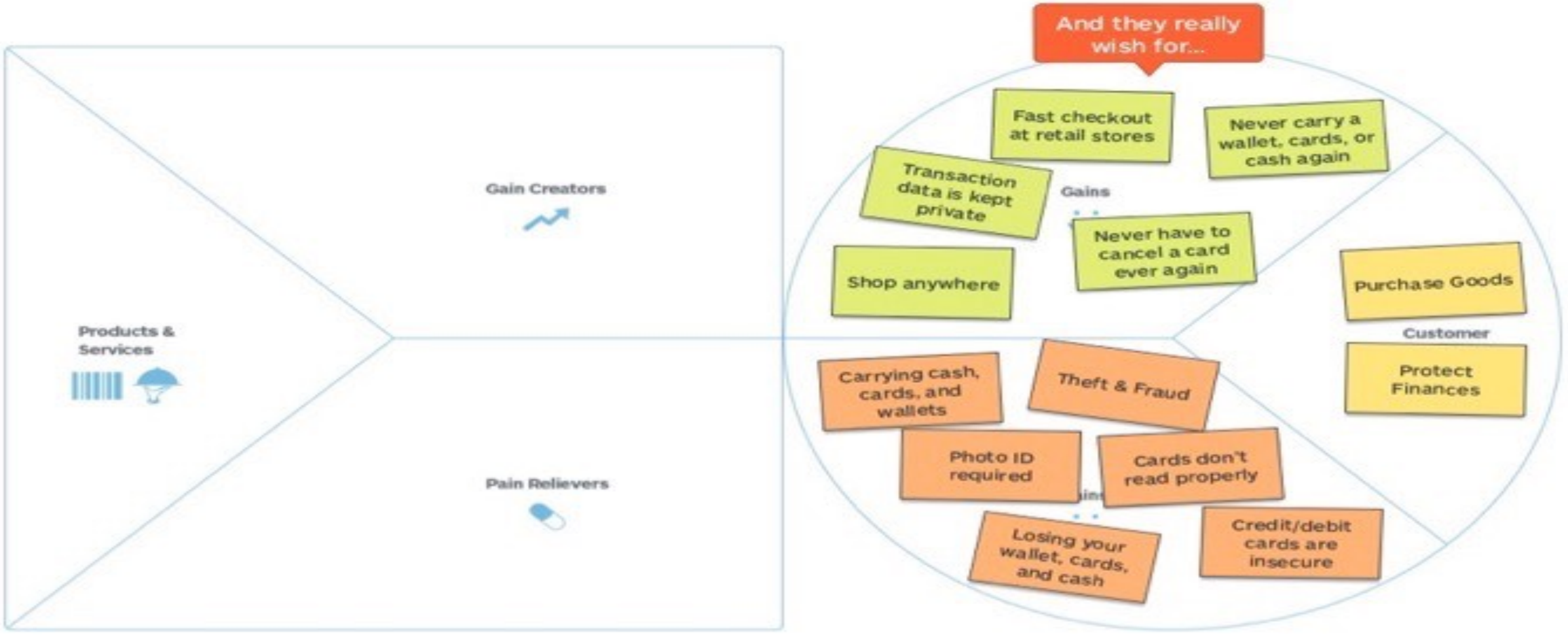



Gain Creators
Products & Services
Pain Relievers
Gains
Purchase Goods
Customer
Protect Finances
Carrying cash, cards, and wallets
Theft & Fraud
Photo ID required
Cards don't read properly
Losing your wallet, cards, and cash
Credit/debit cards are insecure
The experience isn't always positive though...

1 Customer Gains

Describe the more or less expected benefits the customer is seeking

CANVAS


Gain Creators
Products & Services
Pain Relievers
And they really wish for...
Fast checkout at retail stores
Never carry a wallet, cards, or cash again
Transaction data is kept private
Gains
Never have to cancel a card ever again
Shop anywhere
Purchase Goods
Customer
Protect Finances
Carrying cash, cards, and wallets
Theft & Fraud
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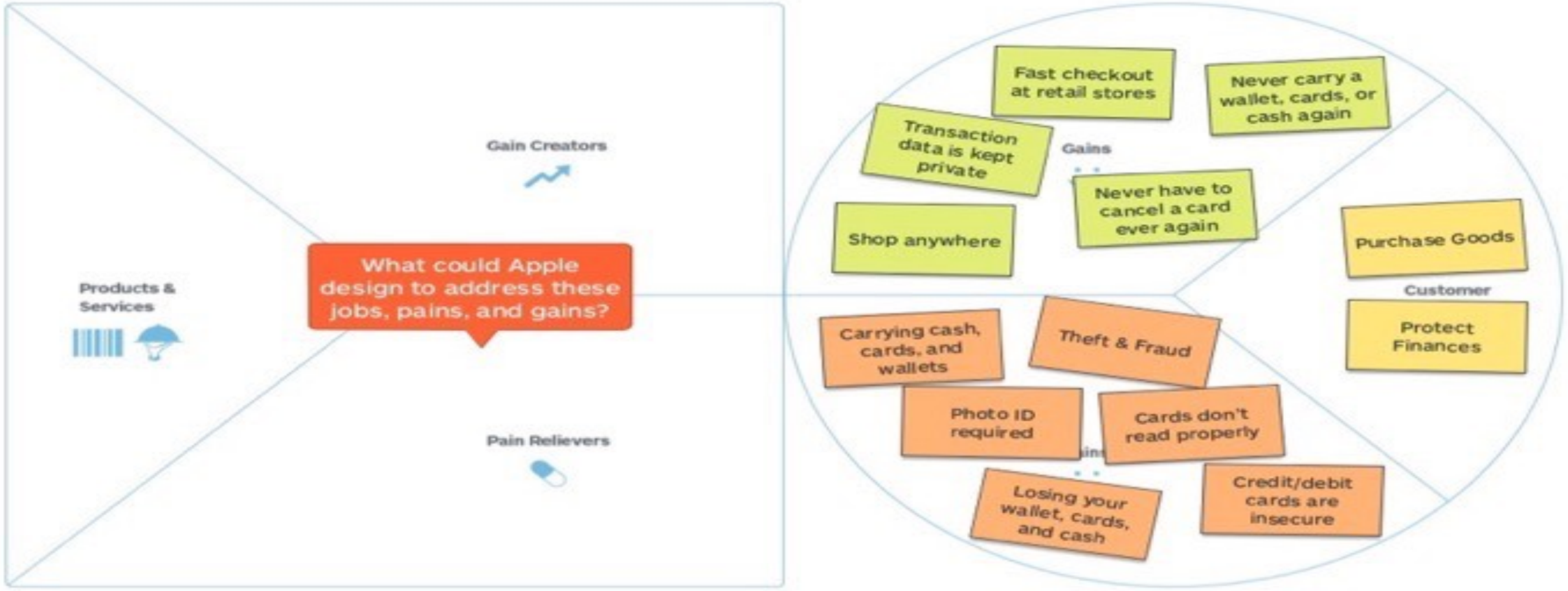
Gain Creators
What could Apple design to address these jobs, pains, and gains?
Products & Services
Pain Relievers
Fast checkout at retail stores
Never carry a wallet, cards, or cash again
Transaction data is kept private
Gains
Never have to cancel a card ever again
Shop anywhere
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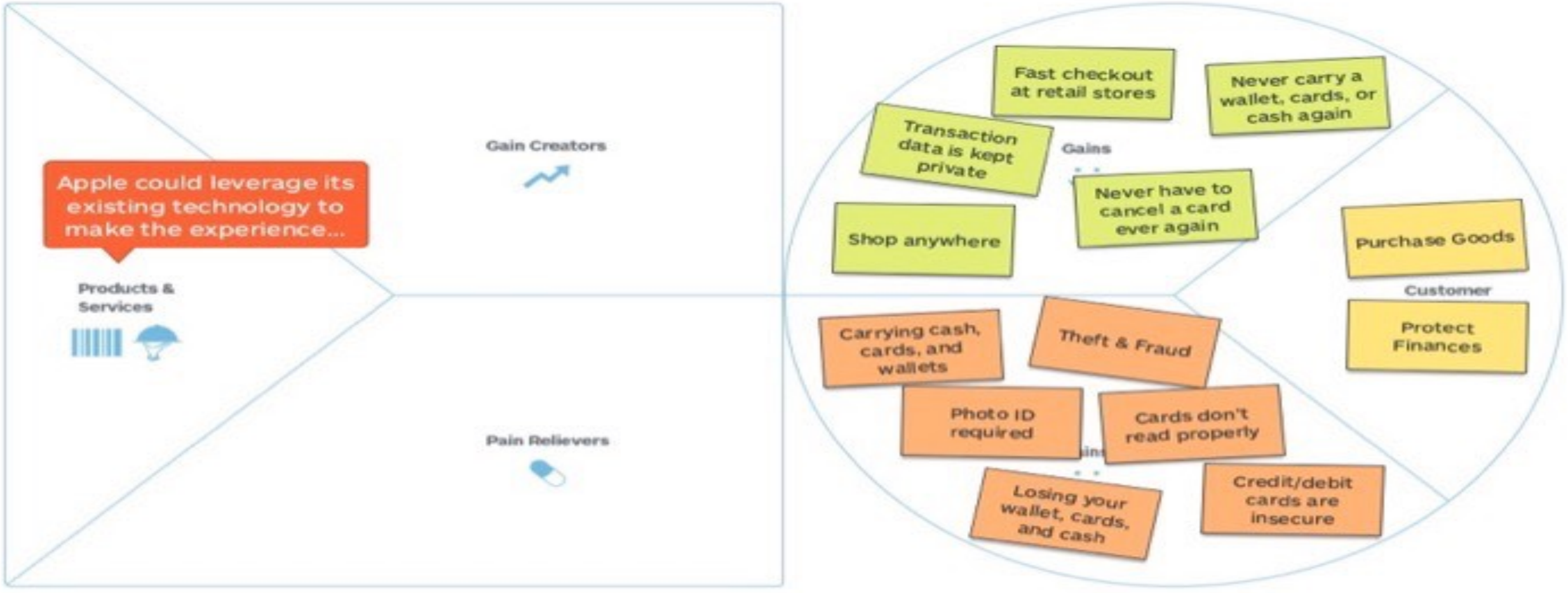
“We've placed a lot of energy into creating an entirely new payments solution.”
– Tim Cook

Introducing...

Pay


Apple could leverage its existing technology to make the experience...
Products & Services
Gain Creators
Pain Relievers
Fast checkout at retail stores
Never carry a wallet, cards, or cash again
Transaction data is kept private
Gains
Never have to cancel a card ever again
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2 Products & Services

All the list of products and services a VP is build around

CANVAS

2 Pain relievers

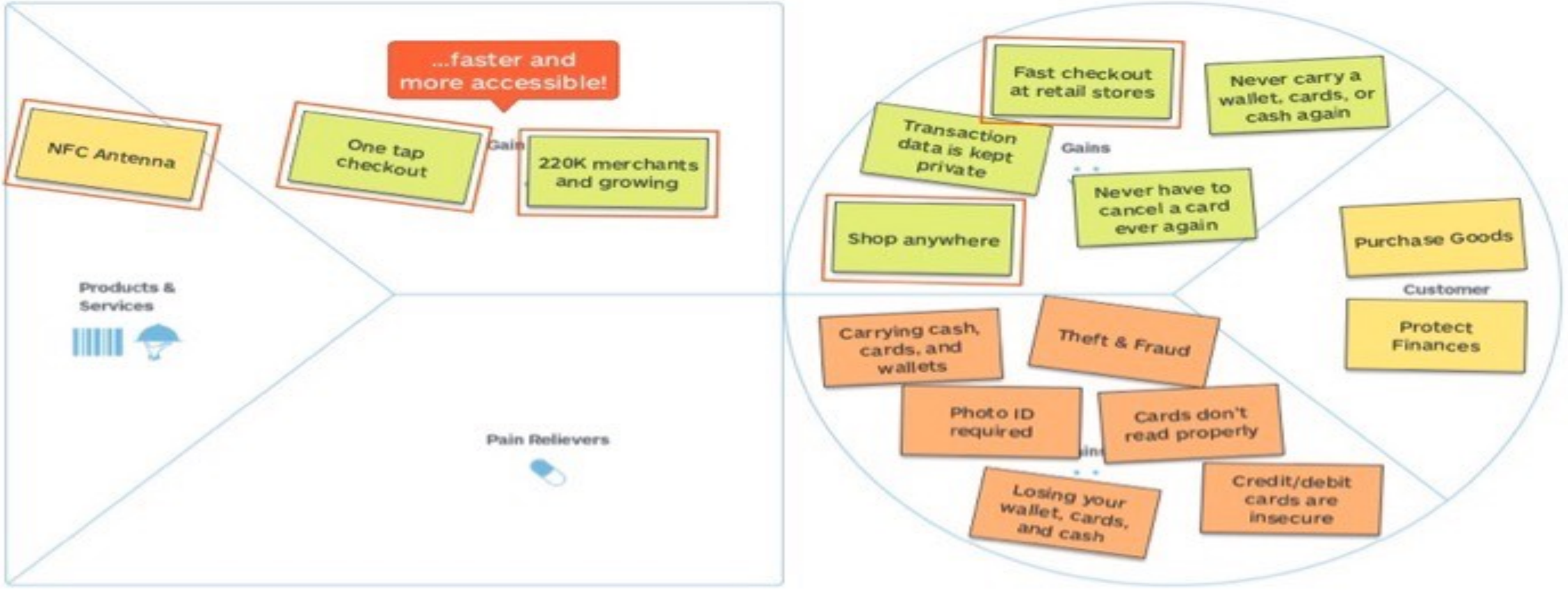
Describe how your product or service kill or alleviate customer pains

CANVAS

2 Gain creators

Describe how your products and services create customer gains

CANVAS


...faster and more accessible!
NFC Antenna
One tap checkout
220K merchants and growing
Products & Services
Pain Relievers
Fast checkout at retail stores
Never carry a wallet, cards, or cash again
Transaction data is kept private
Gains
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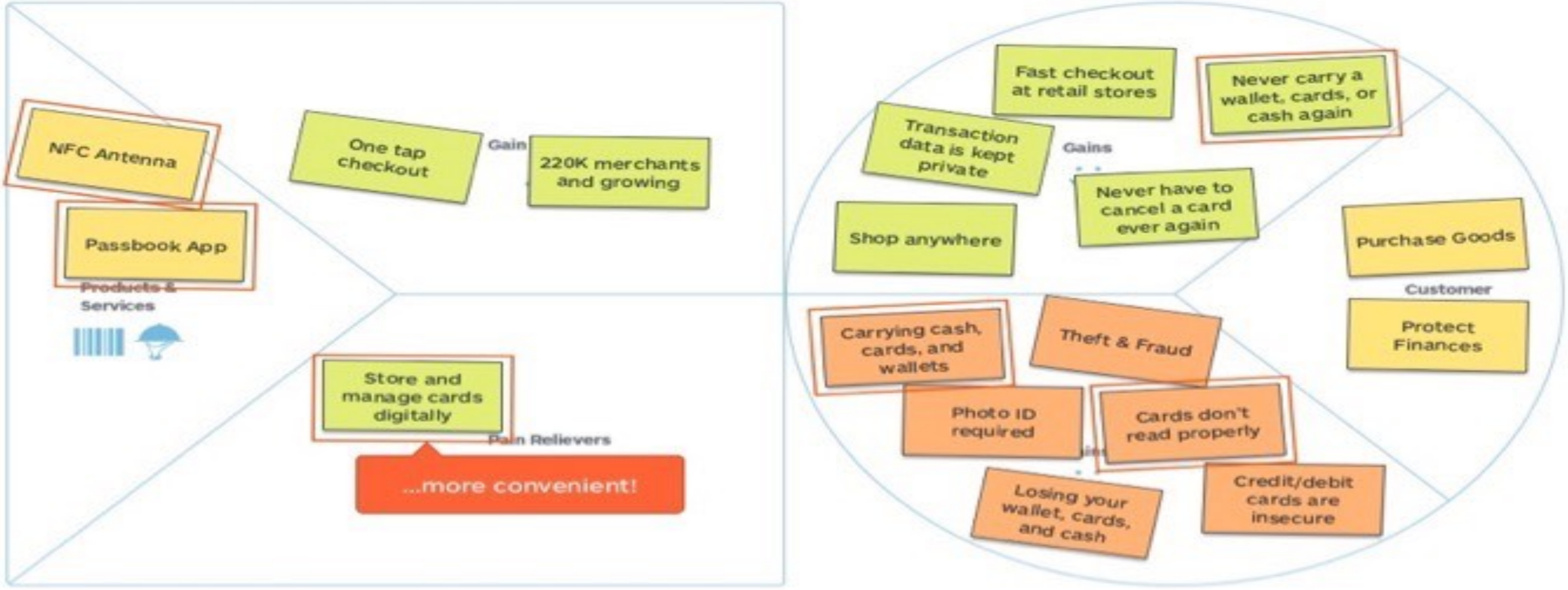
NFC Antenna
Passbook App
Products & Services
One tap checkout
Gain
220K merchants and growing
Store and manage cards digitally
Pain Relievers
...more convenient!
Fast checkout at retail stores
Never carry a wallet, cards, or cash again
Transaction data is kept private
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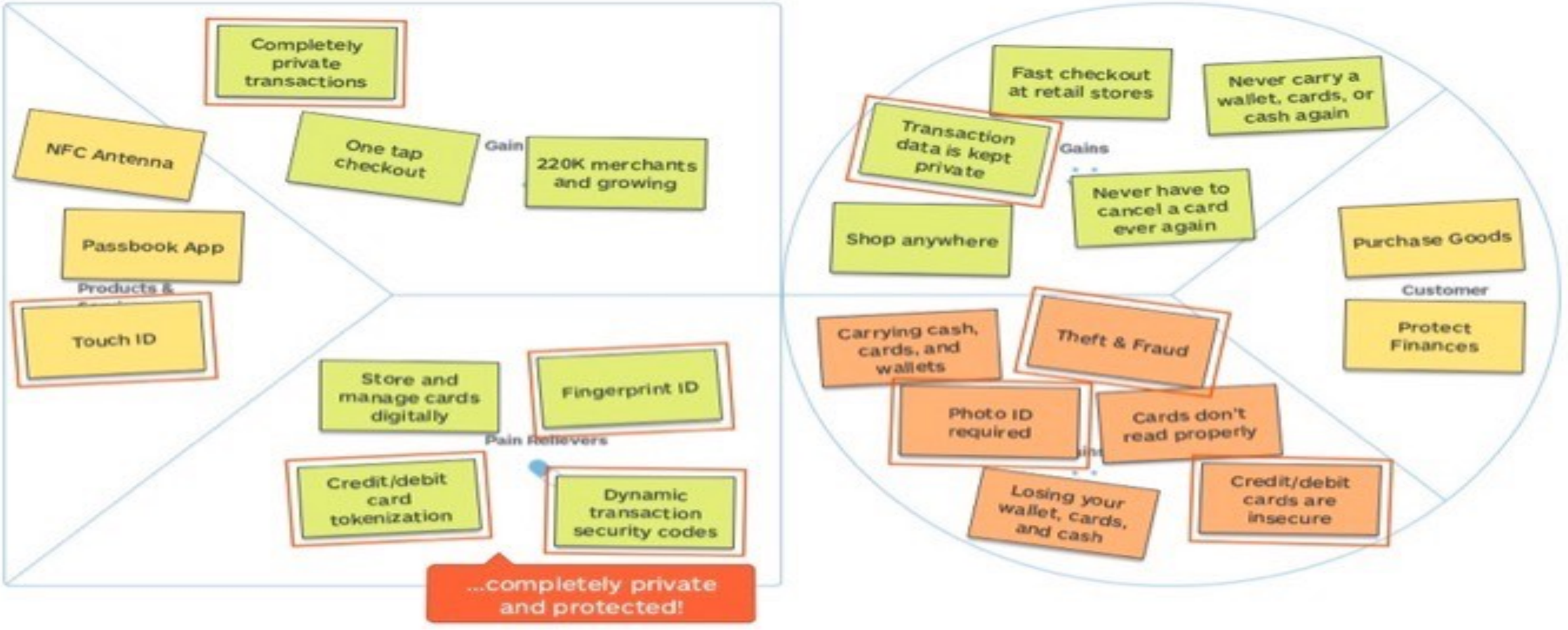
Completely private transactions
NFC Antenna
One tap checkout
Gain
220K merchants and growing
Passbook App
Products &
Touch ID
Store and manage cards digitally
Fingerprint ID
Pain Relievers
Credit/debit card tokenization
Dynamic transaction security codes
...completely private and protected!
Fast checkout at retail stores
Never carry a wallet, cards, or cash again
Transaction data is kept private
Gains
Never have to cancel a card ever again
Shop anywhere
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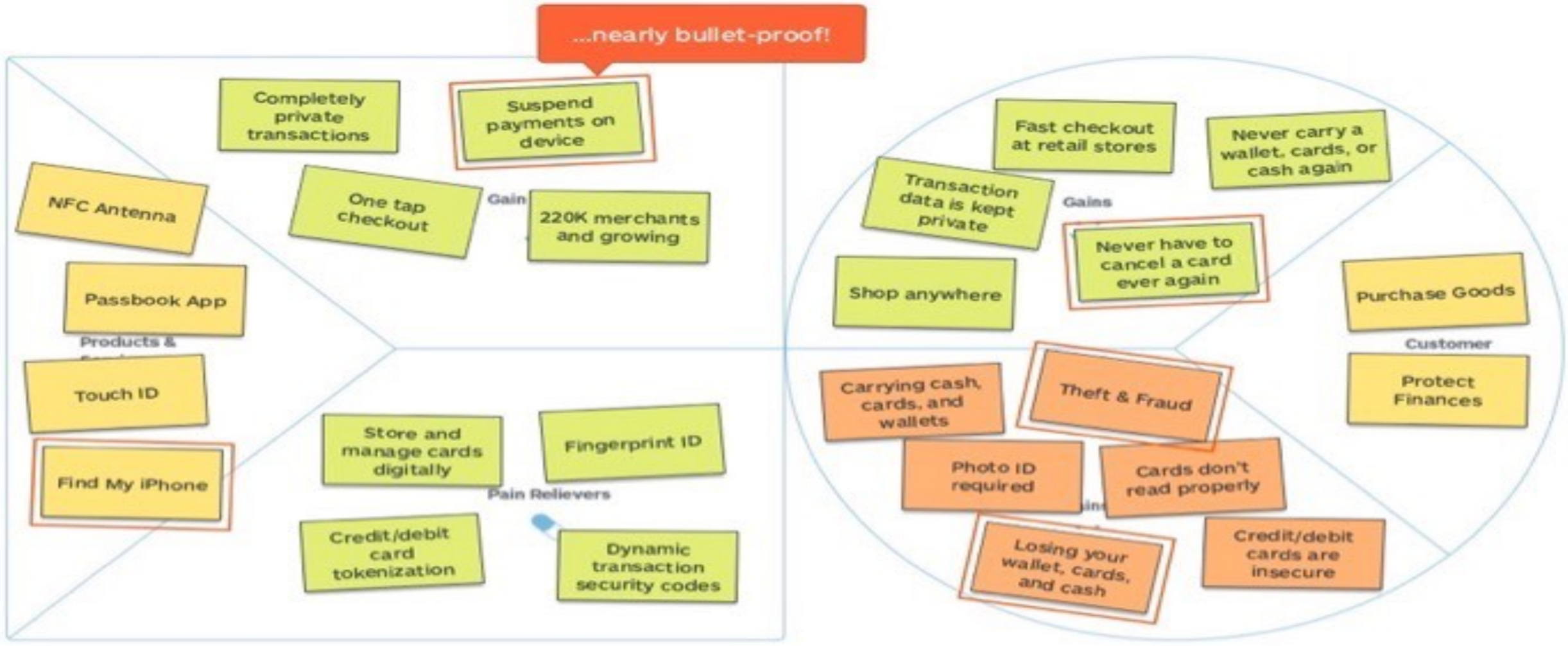
...nearly bullet-proof!
Completely private transactions
Suspend payments on device
NFC Antenna
One tap checkout
Gain
220K merchants and growing
Passbook App
Products &
Touch ID
Find My iPhone
Store and manage cards digitally
Fingerprint ID
Pain Relievers
Credit/debit card tokenization
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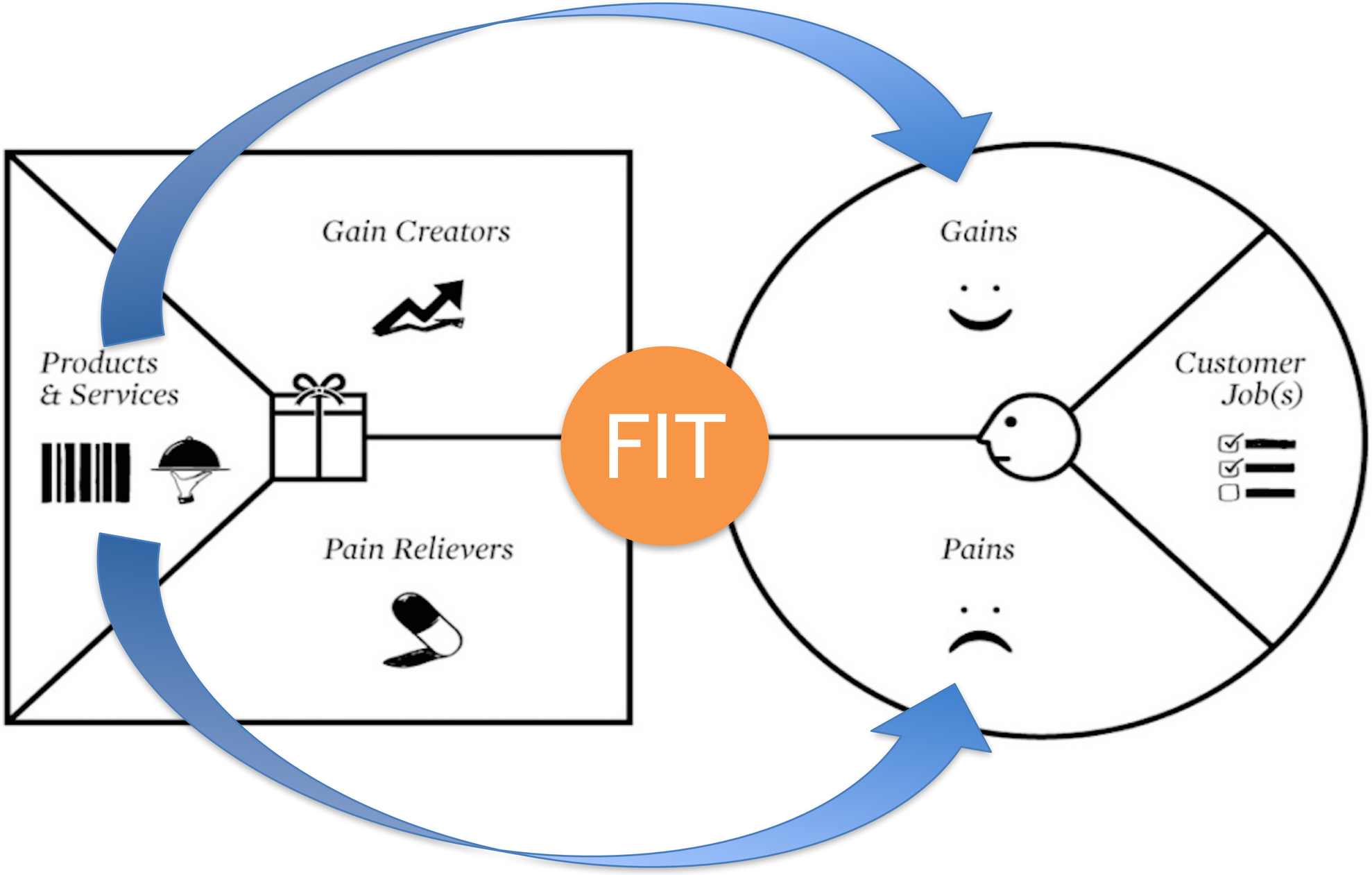
3 FIT

CANVAS

Combines seamlessly integrated hardware, software, and services in a way only Apple can.


Gain Creators
Products
& Services
Pain Relievers
FIT
Gains
Customer
Job(s)
Pains

...nearly bullet-proof!
Suspend payments on device
NFC Antenna
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