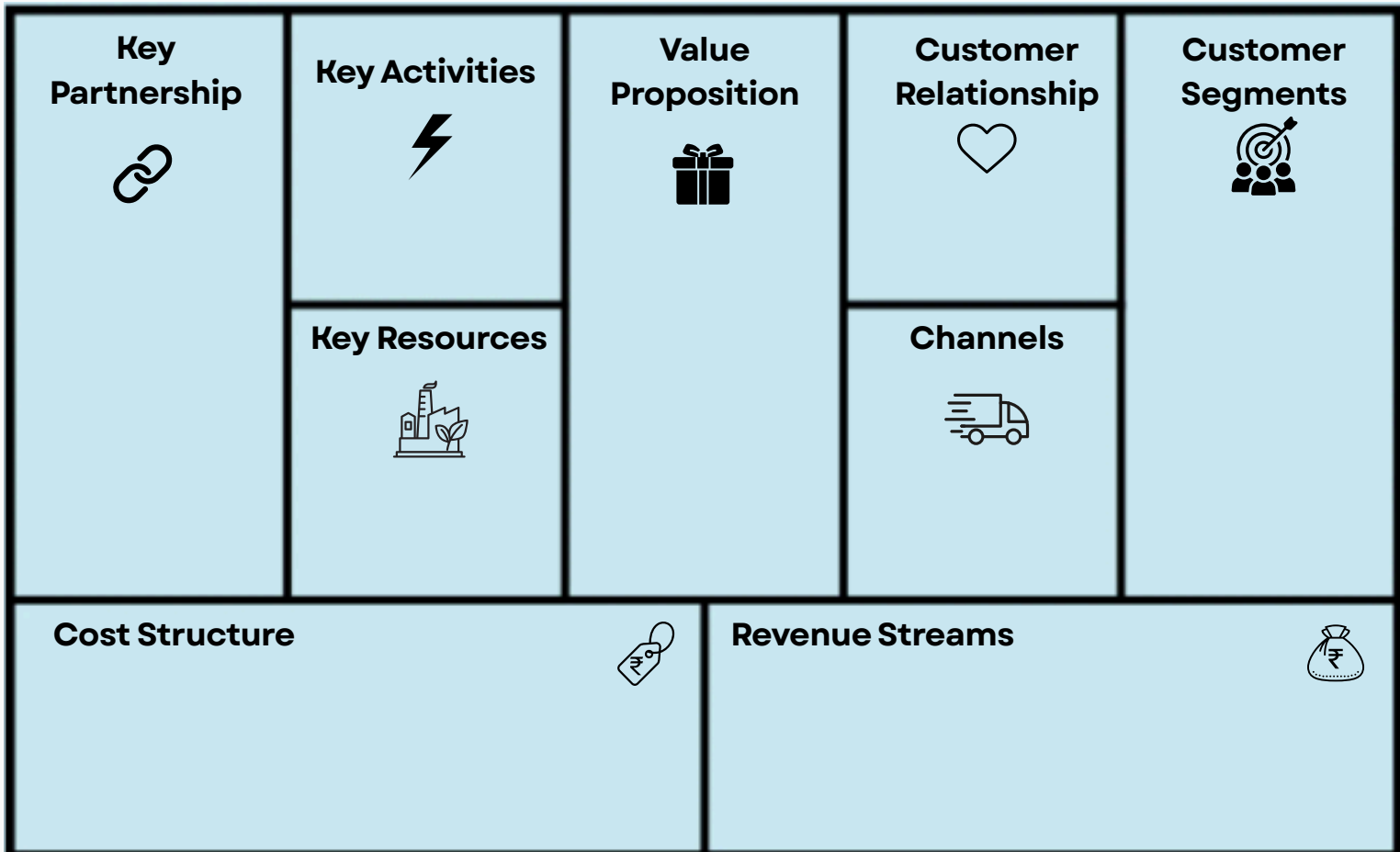




MoE's  
INNOVATION CELL  
(GOVERNMENT OF INDIA)

# Deep Dive into Business Model Canvas



A holistic framework to map, analyze, and design your  
business model.

# Value Propositions

What problems do you solve?

→ Clearly differentiate from competitors.

→ Elements: Affordability, convenience, trust.

→ Example: Uber gives real-time rides, beating taxi wait times. Benefits addressing customer pains/gains.

→ 2025 Tip: Add eco-friendly value (e.g., no-plastic).



# Customer Segments:

Who are your target audiences?

- Identify core groups who benefit most.
- Segment by demographics, needs, and buying behavior. Groups you serve (e.g., students, SMEs).
- Types: Mass (Amul), niche (organic D2C), segmented (banks).
- Example: Netflix targets “binge-watchers”, families, regional viewers.
- 2025 Tip: Focus on Tier-2/3 city segments.



# Channels

How do you reach customers?

→ Ways to reach, deliver to customers.

→ Types: Direct (apps), indirect (kirana stores).

→ Use a mix—web, app, retail, partners.

→ Example: Apple sells online, in-store, through resellers.

→ 2025 Tip: Use WhatsApp for rural reach.



# Revenue Streams

How do you make money?

→ List how you earn—sales, subscription, ads, licensing.

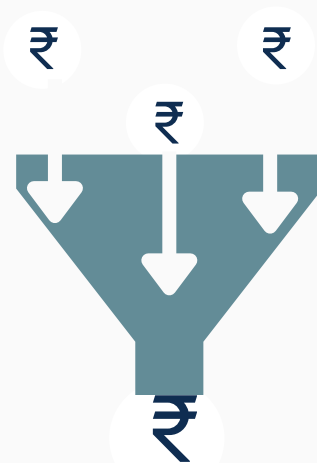
→ Prioritize scalable and recurring models

→ Income from value propositions.

→ Types: Subscriptions, sales, ads.

→ India Example: Jio's data plans + ads, Spotify uses subscriptions and ads.

→ 2025 Tip: Try freemium for digital India



# Key Activities

- Identify your main tasks—production, marketing, delivery.
- Streamline for efficiency.
- Tasks to deliver value.
- Types: R&D, marketing, delivery.
- Example: Amazon excels at logistics and rapid delivery.
- 2025 Tip: Automate with AI tools.



# Key Partnerships

Who helps you?

→ Build alliances—suppliers, tech, distribution partners.

→ Share risks and expand capabilities.

→ Example: Starbucks partners for ethical sourcing.

→ 2025 Tip: Use Startup India for cost-saving partners



# Key Resources

What assets do you need?

→ Essential assets (tech, talent, IP).

→ Protect and optimize core assets.

→ Types: Apps, staff, capital.

→ India Example: Zepto's logistics network.

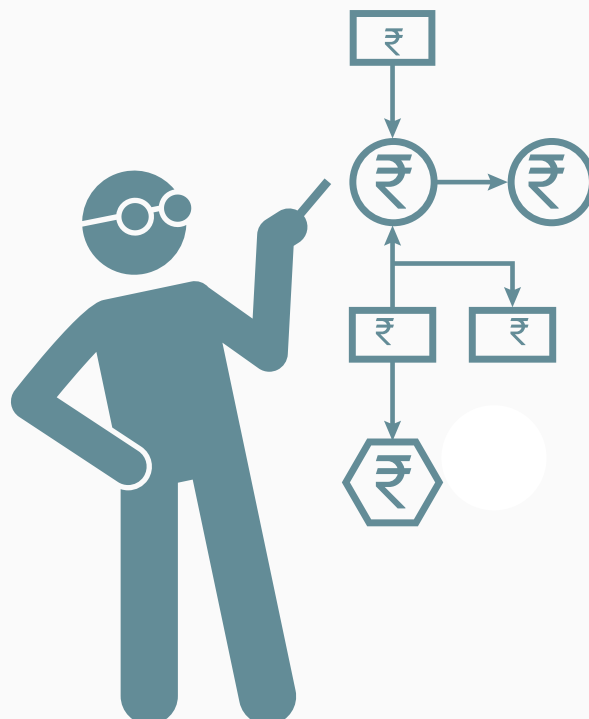
→ 2025 Tip: Secure IP via Startup India.



# Cost Structure

What are your expenses?

- Know your top costs—fixed vs. variable.
- Find ways to reduce and control expenses.
- Example: Dropbox spends on cloud infrastructure.



# Customer Relationships

How do you interact?

- Are interactions personal, automated, or community-driven?
- Build loyalty via support or content.
- Interactions to acquire, retain customers
- Types: Personal (consultants), automated (chatbots).
- Example: Paytm's cashback + AI support.
- 2025 Tip: Use AI for personalized deals.

