

# BUSINESS MODEL - CANVAS TEMPLATE

| Key Partners           | Key Activities       | Value Proposition | Customer Relationships       | Customer Segments |
|------------------------|----------------------|-------------------|------------------------------|-------------------|
| 1.                     | 1.<br>2.             |                   | 1.<br>2.                     | 1.                |
| 2.                     | 3.<br>4.             |                   | 3.<br>4.                     | 2.                |
| 3.                     | <b>Key Resources</b> |                   | <b>Distribution Channels</b> | 3.                |
| 4.                     | 1.<br>2.             |                   | 1.<br>2.                     | 4.                |
| 5.                     | 3.<br>4.             |                   | 3.<br>4.                     | 5.                |
| <b>Cost Structures</b> |                      |                   | <b>Revenue Streams</b>       |                   |
| 1.                     |                      |                   | 1.                           |                   |
| 2.                     |                      |                   | 2.                           |                   |

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| Key Partners   | Key Activities   | Value Proposition  | Customer Relationships  | Customer Segments  |
|--|--|--|---|--|
| 1. IngramMicro - Tier2 CSP (Azure/Office/EMS/Intune) | 1. Business continuity management<br>2. Vendor relationships and management            | On prem business continuity  | 1. 1:1 with customers directly  | 1. SMB customer - Healthcare (30 employees and up)   |
| 2. Microsoft via Partner program                     | 3. Outsourced mobile device management (public sector)<br>4. Outsources cloud IT (SMB) | Cloud and traditional vendor management  |   | 2. Startups interested in app hosting and device management services (10 employees and higher) |
| 3. Connectwise                                       | <b>Key Resources</b>   | Business productivity and collaboration via cloud workflows                                    | <b>Distribution Channels</b>  |  |
| 4. Datto - for on prem business opportunity          | 1. Cloud Architects<br>2. Cloud workflow configuration experts                         | Modern mobile ready infrastructure (XP/Exchange/on prem servers to Azure/Office365/EMS/Intune) | 1. Indirect: Microsoft Store, Microsoft, industry events, distribution channels |  |
|  | 3. On prem Help Desk<br>4. Sales & Marketing   | IOT - Cloud & mobile device management services.<br><br>Cloud app hosting & management         | 2. Direct Digital marketing referral marketing                                  |  |
| <b>Cost Structures</b>                               |  |  | <b>Revenue Streams</b>  | 3. Margins - 4% to 10% per month/per user  |
| 1. Labor   | 3. Marketing   |  | 1. MRR - \$2K to \$10k per customer   | 4. Project-based   |
| 2. Cloud tools                                       | 4. Hardware/software   |  | 2. PoC - \$2K to \$20K per customer   | 5. Mobile & LAN Network Configuration - advisory services                                      |