# Key Activities, Partners, and Resources Session 7 | August 8, 2022









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### **Student Updates**

#### In 60 seconds, tell us:

- How many people you talked to since last class?
- Have you changed your Business Model Canvas?
- What do you plan to do before our next class?





**Questions?** 



Key Activities, Key Partners, and Key Resources

#### Designed for: Designed by: Date: Version: **The Business Model Canvas ②** Customer Relationships Key Partners Key Activities Value Propositions **Customer Segments** . Key Resources Channels Ğ Cost Structure Revenue Streams

#### Activities? Partners? Resources?

**Key Activities** = the most important **tasks a company must do** in order for the business model to work

**Key Partners** = the **network of suppliers and partnerships** that a company must have in order for the business model to work

**Key Resources** = the most important **things a company must have** in order for the business model to work



## **Key Activities**

#### The 3 P's:

- Production = make the thing
- Problem-solving = solve the thing
- Platform = deliver the thing



#### **Key Partners**

- Strategic alliance (physical and virtual)
- Coopetition (physical and virtual)
- Key suppliers (physical and virtual)
- Joint new business (physical and virtual)
- Traffic partners (virtual only)



#### **Key Resources**

- Financial resources: cash on hand, burn rate/runway
- Physical resources: buildings, vehicles, machines
- Human resources: employees
- Intellectual resources: patents, trademarks, brand





# Activity

Pair up and consider the following:

- Who are your most likely Key Partners?
- What are the Key Resources that your business needs to survive and grow?

[5 minutes]



# At this point, these are just guesses.

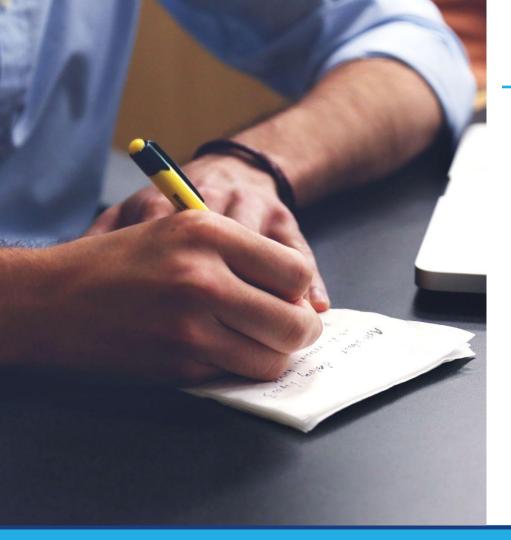
- Customer discovery points you in the correct direction
- Trial and error, networks get you closer to the answer
- Consider interviewing potential partners the same way you have been interviewing potential customers



## And with that, the canvas is complete!

- Our next session will review all parts of the Business Model Canvas.
- We will also cover the details of Demo Day next time.
- Any questions?





#### Homework

- Continue customer discovery interviews
- Begin to fill out Key
   Activities, Key Partners, and
   Key Resources boxes on
   BMC
- Be prepared to give update on customer discovery and your learnings

