

Key Activities, Partners, and Resources

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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?



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Questions?



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**Key Activities,
Key Partners, and
Key Resources**










The Business Model Canvas

Designed for:

Designed by:

Date:

Version:

Key Partners 	Key Activities 	Value Propositions 	Customer Relationships 	Customer Segments 
	Key Resources 		Channels 	
Cost Structure 			Revenue Streams 	



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DESIGNED BY: Strategyzer AG
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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