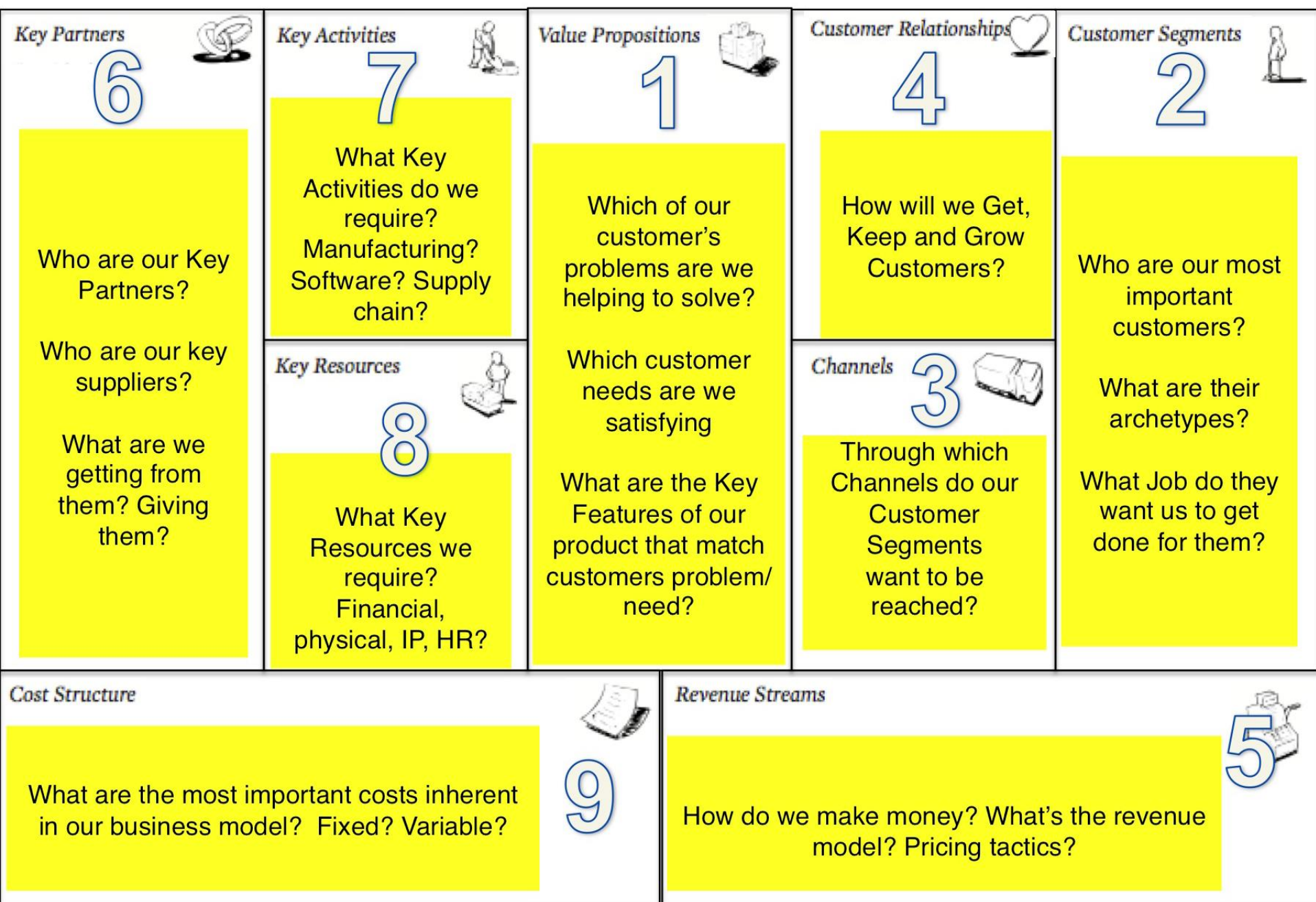


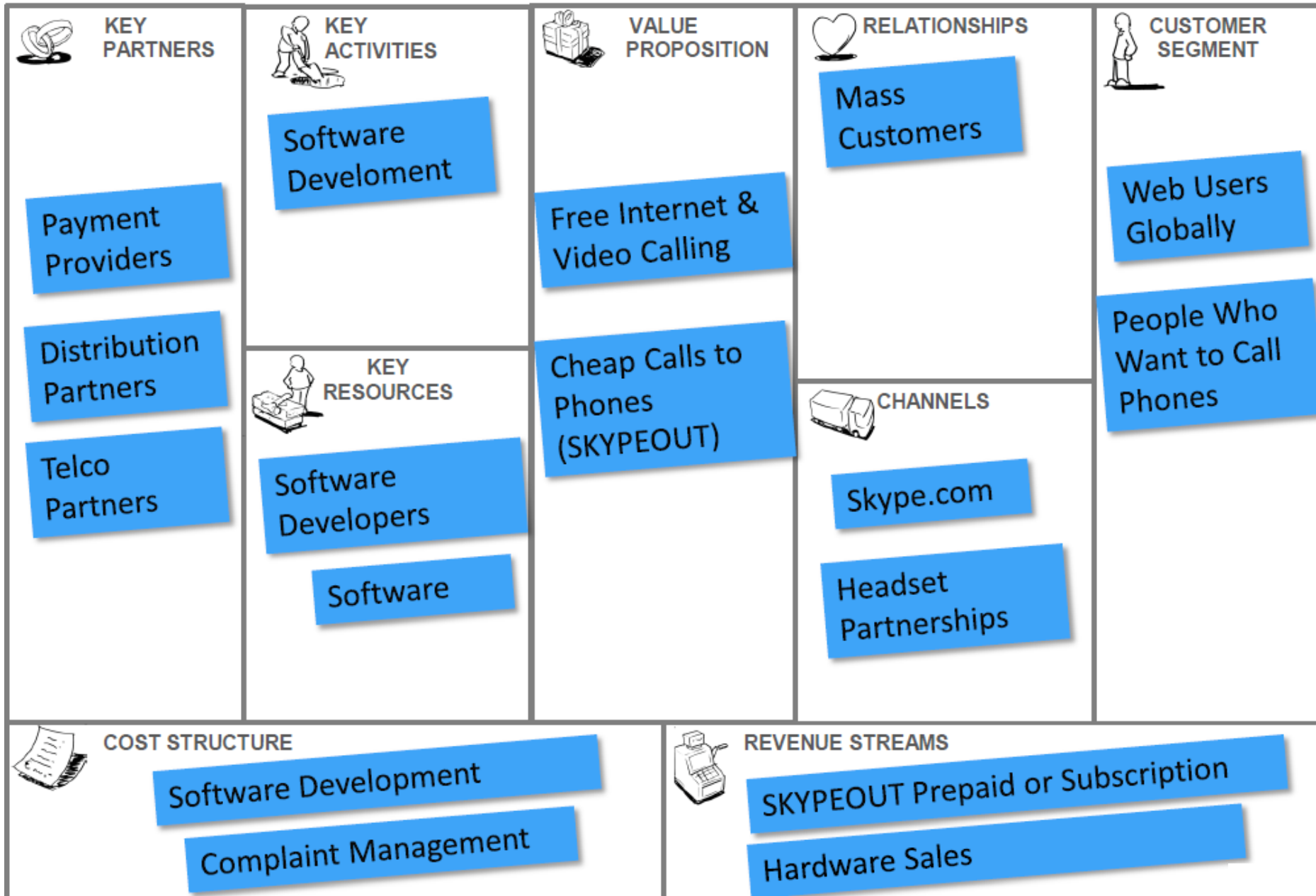
UNIT 2A
BUSINESS MODEL CANVAS
EXAMPLES

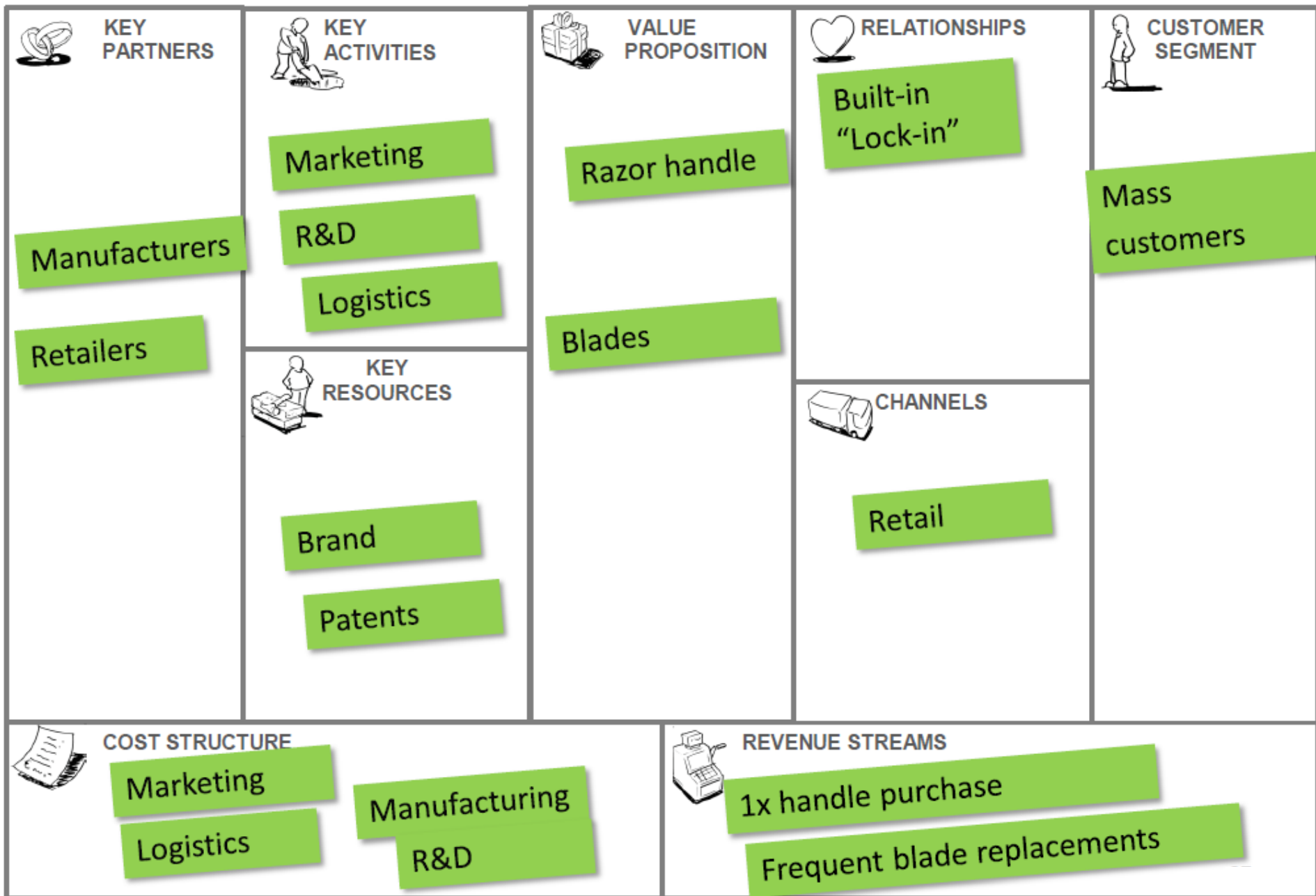
The Business Model Canvas



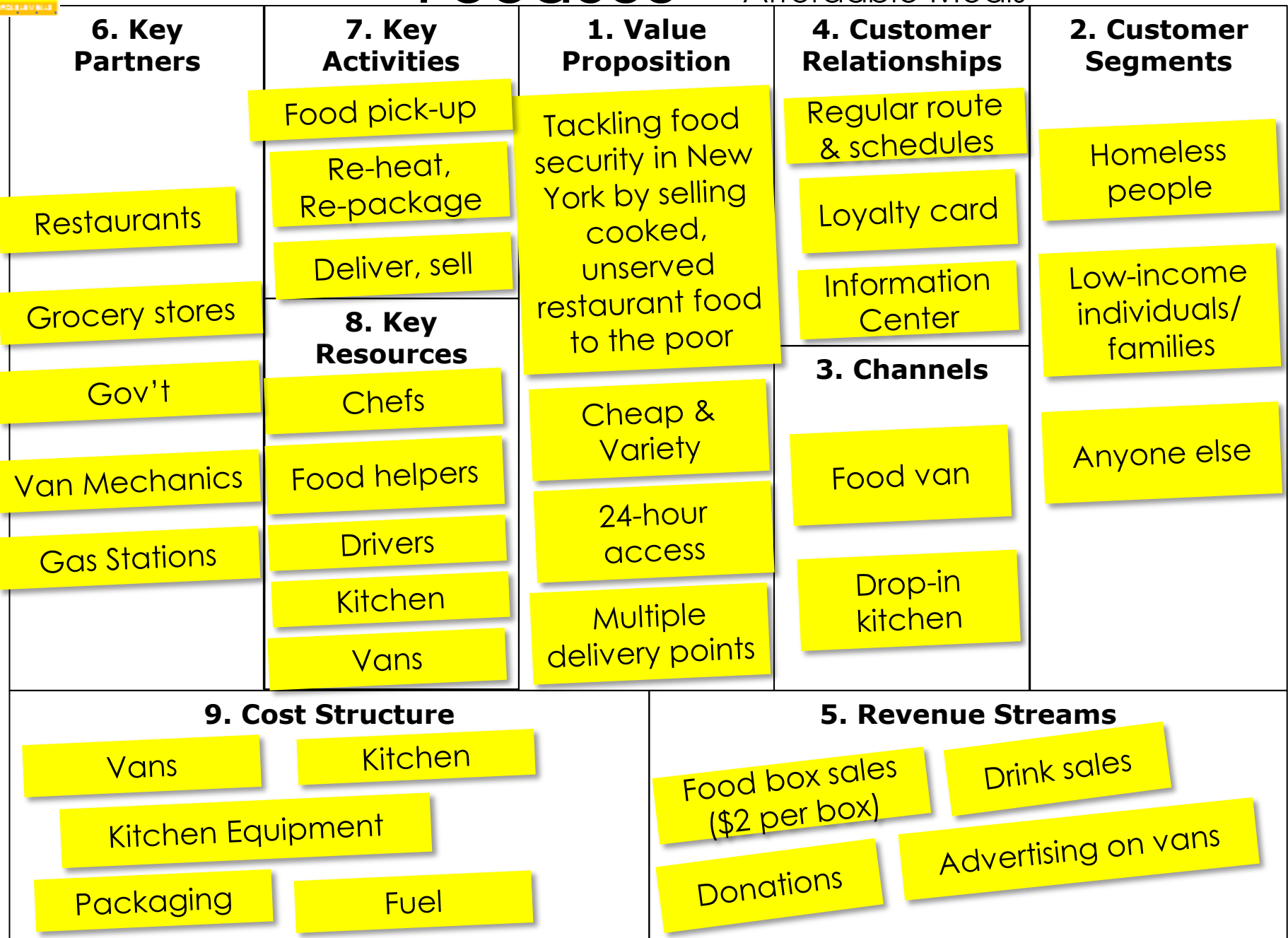


SKYPE – Affordable VOIP Calls





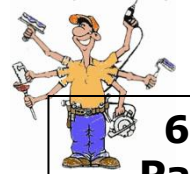
Food360 – Affordable Meals





ZakApp- Changing the paradigm of Muslim giving

6. Key Partners Banks Charities Gov't orgs	7. Key Activities Software dev Charity selection 8. Key Resources Sharia experts Developers Designers Marketing	1. Value Proposition Demystify zakat giving Trust, Transparency, Traceability Increase # of ppl giving zakat	4. Customer Relationships Mass Personalization Use data to drive charity selections 3. Channels Mobile App Social Media Banks Mosques	2. Customer Segments Muslims who do NOT currently give Zakat Muslims who give Zakat Tech savvy Busy lifestyle Have bank account Earn above level of Nisab
9. Cost Structure Hosting & software development Staff Marketing			5. Revenue Streams Opt-in transaction fee Grants	



Oddjobber – Making odd jobs more organized & easier to find

6. Key Partners Telecom operators Driver Association Online Publishers Offline Publishers	7. Key Activities Software dev Marketing Market Research 8. Key Resources Office space Software platform Telco contracts Publisher contracts	1. Value Proposition Improved income levels & predictability Less time wasted Recruitment savings Standardization of services Better ROI on ads	4. Customer Relationships Marketing Trainings Quality Mgmt 3. Channels Offline Media Online website	2. Customer Segments Job Seekers Employers Corporations Publishers
9. Cost Structure Staff Marketing Customer Training			5. Revenue Streams Transaction Fees Advertising	