

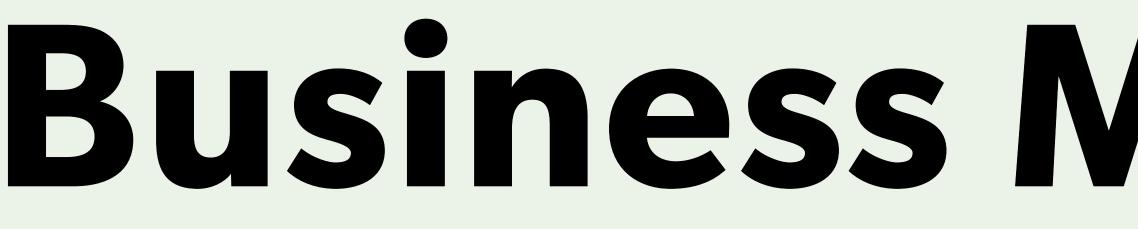


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### Customer segment

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### Partners

- Who are our partners?
- Which suppliers do we have?

 Which future partners do we need?



 What are the most important costs we have?

# **Business Model Canvas**



 Which core activities must we do ourselves for the product to gain value? How can we make the business more efficient?



 How do we provide value to customers through the company, goods or services?

 What problems do we solve for customers and how do we do it? Which customer needs do we satisfy?



### Resources

 What resources do we have? What resources do we need to fulfill the value promise? How should the resources be used?



### **Company:**

## 2

## **Customer relation**

(4)

 What type of relationship do we have with our customers? How will we maintain the relationship with customers over time?

### Channels

 In which channels do we reach our customers?

3

 Which channels do we use to deliver products and services to customers?

5

### **Income stream**

- What do customers pay for today?
- How do we get paid?
- What other ways can we charge in the future?

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### Customer segment

 Who are our most important customers? Who do we create value for?

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