



BUSINESS MODEL CANVAS

The business model canvas template is a tool for planning the practical details of a business or service model. The template prompts users to explore the essential functions, partners, marketing and structures of a business idea. The completed canvas is a living document and can be used to explain and refine the business model.

The business model canvas can be used as:

- A data collection tool to understand how an existing WASH business operates
- A data analysis tool to compile data on existing WASH businesses
- A planning tool to design WASH businesses

OBJECTIVE

The business model canvas template describes a business, product, or service idea in comprehensive detail.

WASH-HCD CONNECTION

A business model canvas is a useful tool to document and frame market-based solutions for the WASH sector. The canvas (worksheet template) includes a framework outlining the operation of a business.

TIMING

30 minutes - 2 hours

MATERIALS

- BUSINESS MODEL CANVAS TEMPLATE
- PENS OR PENCILS

STEPS

- 1. Prepare materials and template.** Print or draw a large version of the business model canvas template for your team to work together. Gather relevant resources from previous phases like the stakeholder map, the journey map, and the persona map to reference while completing the activity.
- 2. Complete the right side of the canvas.** This side represents the part of your business that others will interact with and see. Fill it out in the following order:
 - A. Value proposition: what the business offers for customers**
 - a. How does your business, product, or service deliver value to your customers?
 - b. Which one of our customer's problems are we offering to each segment?
 - c. Which customer needs are we satisfying?
 - d. What are the basics of what we are offering?
 - B. Customer segment: intended users**
 - a. For whom does your business, product or service, create value?
 - b. Who is the end customer?
 - c. Who are our most important customers?
 - d. What are the customer archetypes?
 - C. Customer relationships: types of relationships established with each customer segment**
 - a. What will you do to build relationships with your customers?
 - b. How do we get, keep, and grow customers?
 - c. Which customer relationships have we established?
 - d. How are they integrated with the rest of our business model?
 - e. How costly are they?



Step 2 continuation

- D. Channels: engagement, marketing, and feedback avenues to customers
 - a. How does your solution get these products or services to your customers and their customers?
 - b. Through which channels do our customer segments want to be reached?
 - c. How do other customers reach them?
 - d. Which works best?
 - e. Which are the most cost effective?
- E. Products: new or improved design being introduced to the market
 - a. *This is an optional and unique section for WASH professionals introducing new things like latrines, water filters, handwashing devices, etc.*
- F. Revenue streams: funds and sales
 - a. What do you do or sell to generate revenue?
 - b. For what value are our customers really willing to pay? What do they currently pay?
 - c. What is the revenue model?

3. Complete the left side of the canvas

This side reflects the operations and makeup of your business. These functions and partnerships are necessary for achieving the outward facing components from the previous section of the canvas. Fill it out in the following order:

- A. Key activities
 - a. What are the main things that you need to do in order to deliver your products and services?
 - b. What key activities does our distribution channel require?
 - c. Which key activities do partners perform?

- B. Key resources: assets needed to make your business possible
 - a. What key resources does our value proposition require? Our distribution channels? Customer relationships?
 - b. Four asset types:
 - i. Physical = buildings, vehicles, machines, raw goods
 - ii. Intellectual: brand, proprietary, knowledge, patents
 - iii. Human = staff, experience
 - iv. Financial = cash, credit, stock
- C. Key partners: relationships needed to make the model work
 - a. Who are our key partners?
 - b. What are our key suppliers?
 - c. Which key resources are we acquiring from our partners?
 - d. Which key activities do partners perform?
- D. Cost structure: main drivers of costs
 - a. What are the most important costs to our business model?
 - b. Which key resources are most expensive?
 - c. Which key activities are the most expensive?





BUSINESS MODEL CANVAS - TEMPLATE

HCD for WASH

KEY PARTNERS:

Who do you need to partner with for your business to work? What is their role?

KEY ACTIVITIES:

What are all of the activities, jobs, and tasks that you need to do to run your business?

PRODUCTS OR SERVICES:

What is your offering?

CUSTOMER RELATIONSHIPS:

How do you know your customers?

USERS:

Who are your customers?

RESOURCES:

What resources do you have?

VALUE

PROPOSITION:
Why should people choose your business compared to others?

CHANNELS:

How do you market and sell products to your customers?

COSTS:

What costs you money in this business?

REVENUE:

How do you make money in this business?