

My IEEE Section -Business Model Canvas -

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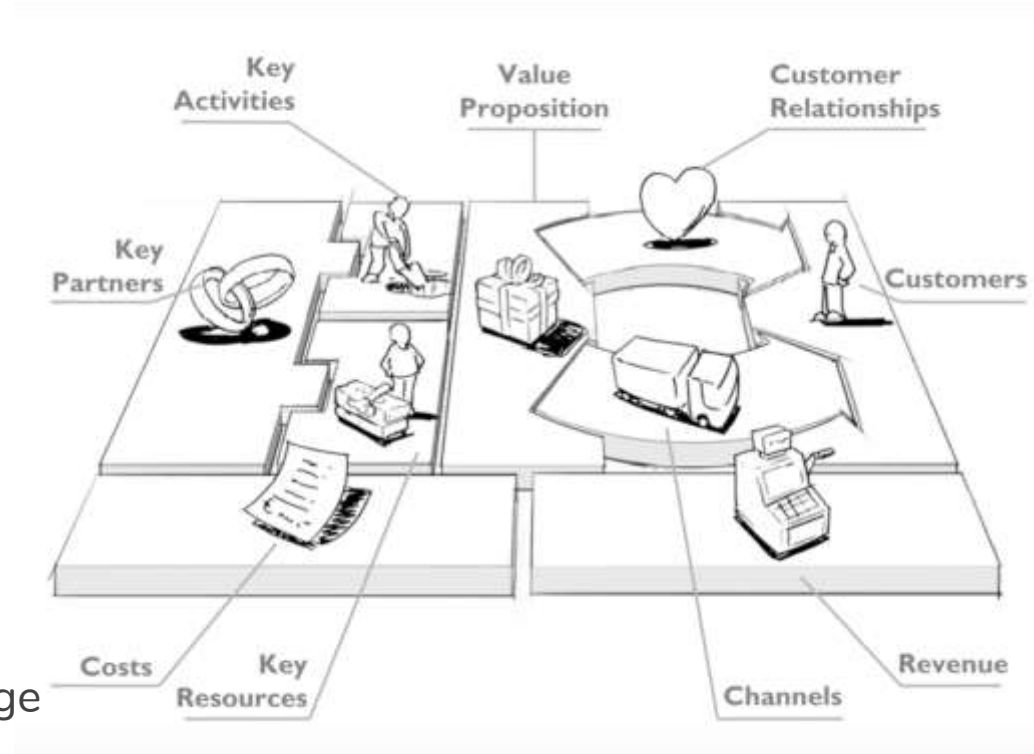


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- What is BMC ?
- Apply it to our Section
- BMC examples

Business Model Canvas

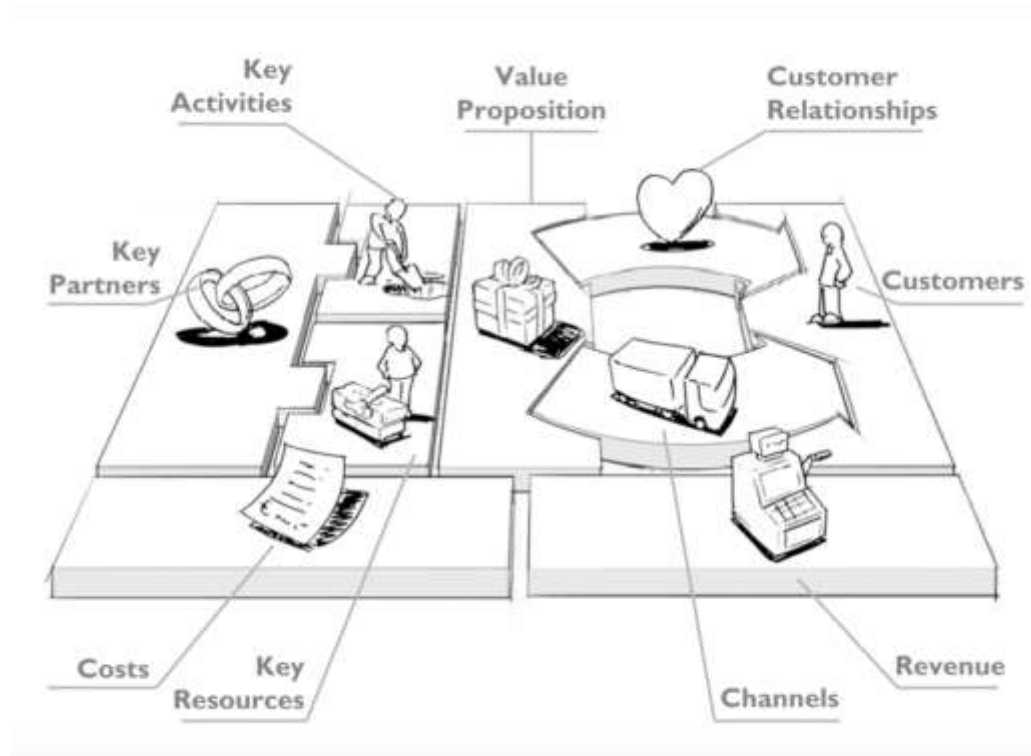
- BMC is divided to 9 building Blocks
- It helps you to Map , Design , visualize , organize , explore , enhance your work
- It's not only for entrepreneurs
- It's also executives and top management
- It's not only for profit organization (Donor and beneficial BM)
- Map your Organization in ONE image

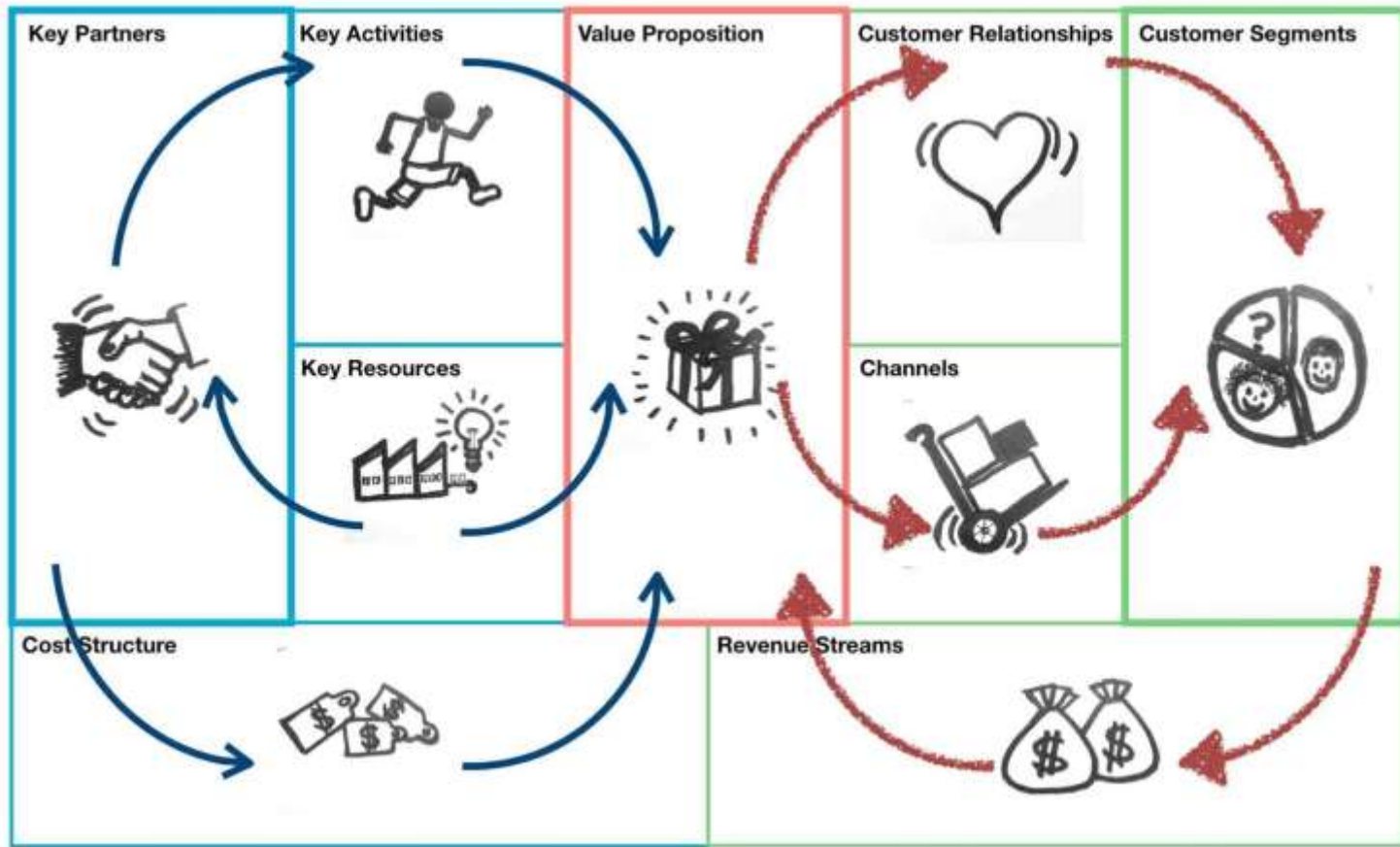


Business Model Canvas

3 main principles :

1. Strategic planning is not only budgeting
2. Visuals and images enhance dialogue (Team/board)
3. Not only financial outcomes → Social Impact / membership /behavior changing





Back stage

-Presents the costs – Seen by business

Front stage

– Presents the value – Seen by customer

Designed for:

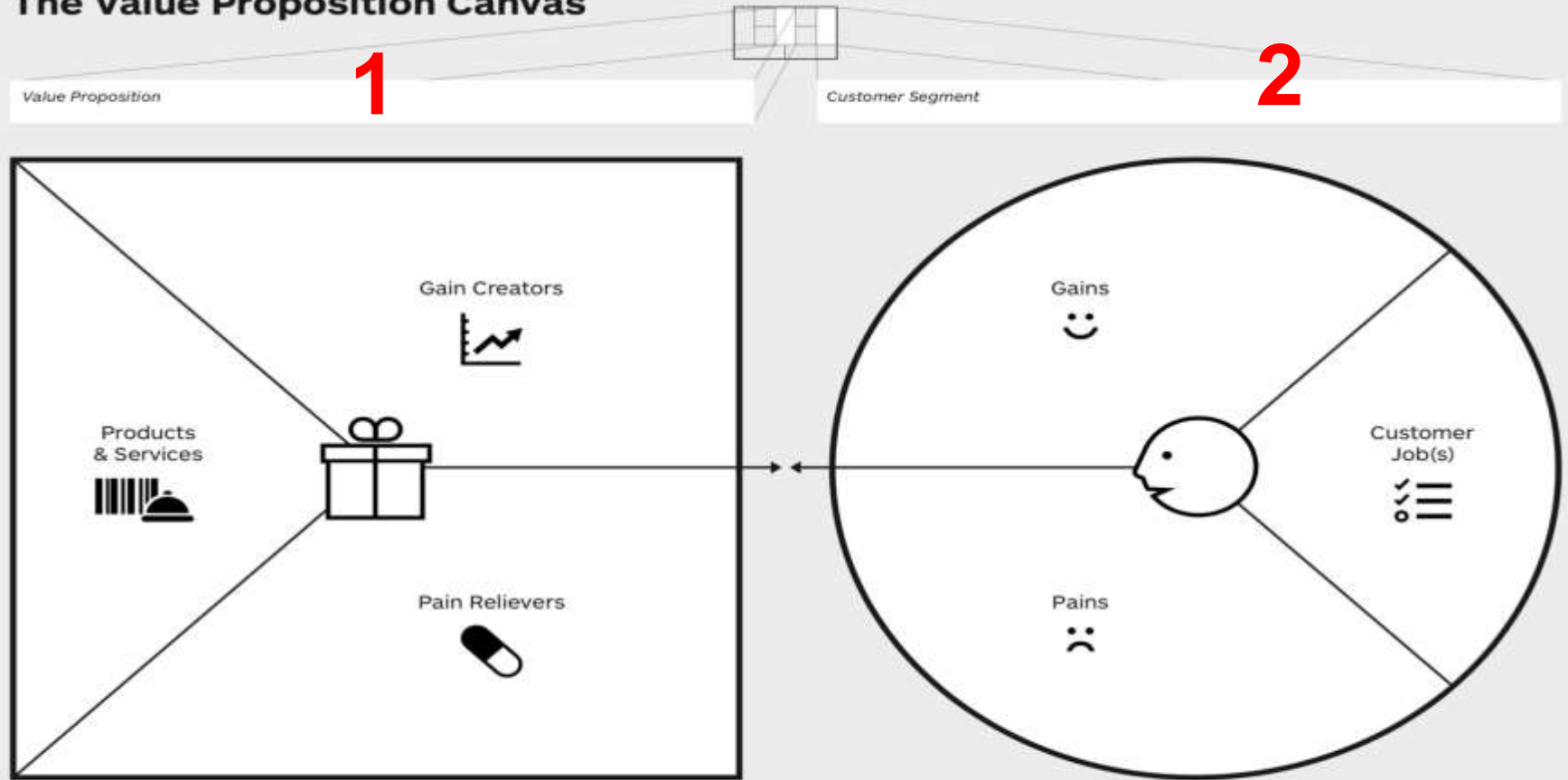
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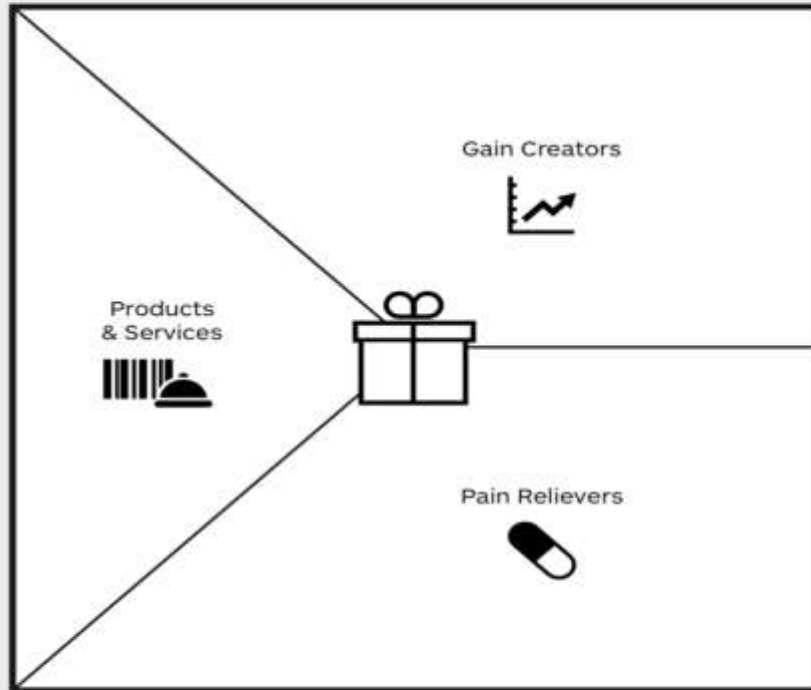
Adventure



The Value Proposition Canvas



The Value Proposition Canvas



What programs and services do we deliver?

What problems or challenges are we trying to solve?

What value do we deliver to ?

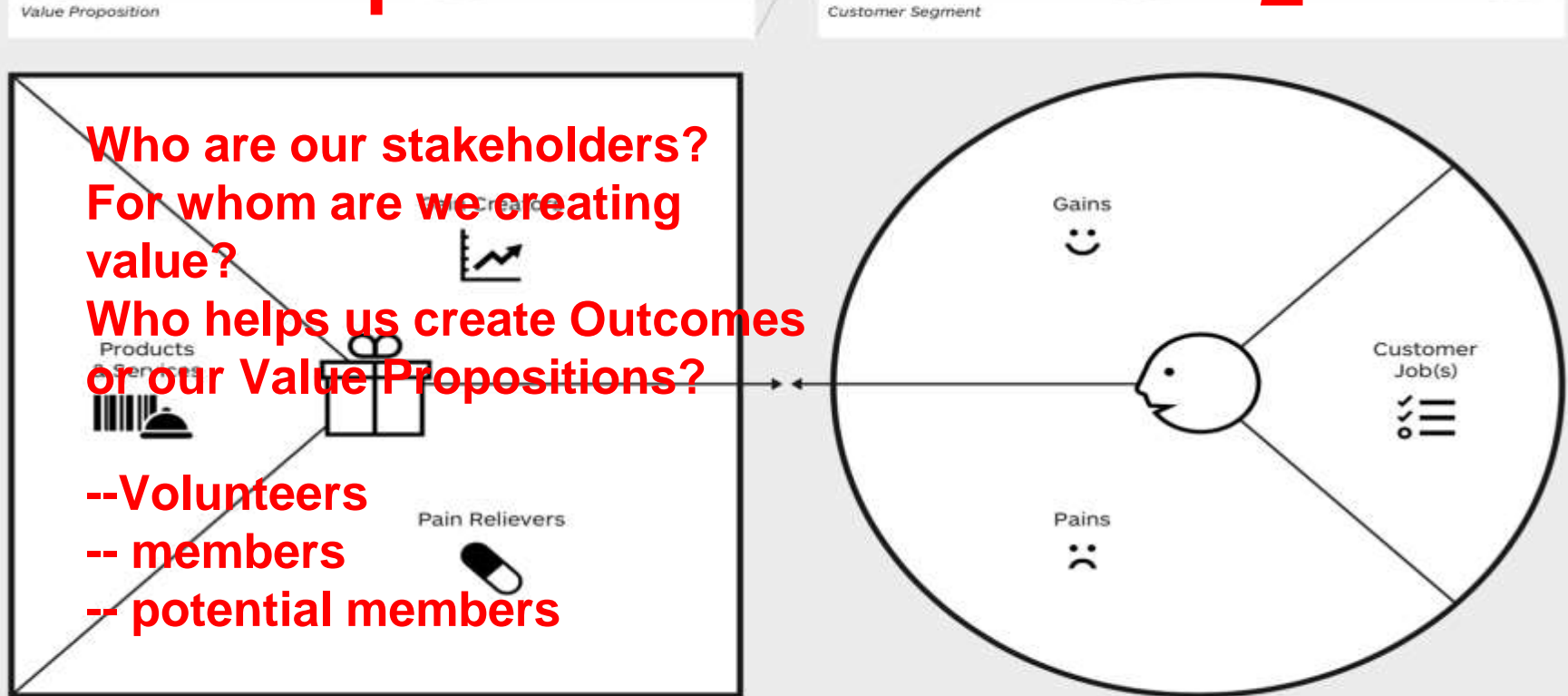
What's in it for our customers ?

Topics / Technical / non technical
Chapters / Courses / Etc

The Value Proposition Canvas

Segmentation / targeting

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Channels

How do we reach co-creators / stakeholders / Customer segments?

How do they want to be reached

The delivery of our Value Propositions?

How do we provide ongoing communications, support, and awareness?

Examples:

Online - offline - webinars - on ground events

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Customer relations / Relations

What kind of relationships do co- creators / Customers / Stakeholders want from us?

What bonds do we **establish and maintain** with them?

1. Loyalty programs / Awards
2. Discounts
3. Access for some events
4. Building a community
5. Feedback loops

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Revenue Streams/ outcome steams

What value is the co-creator / Stakeholders / truly willing to return or contribute? What routines and processes do they prefer?

Mission related milestones

1. FINANCIAL OUTCOMES: donations, grants, sales proceeds, membership sign-ups, one-time transactions → Sponsorship events or community - competitions - in kind sponsorship for members

2. NON-FINANCIAL OUTCOMES: behavior change, x social impact, mission-related milestones and outcomes, membership

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Key Resources

Which Key Resources do our Value Propositions require?

What other key resources are needed at the engagement level?

The operations level?

Volunteers

Technical Geeks

Speakers

Trainers

Online platform



Key activities

Which key activities do our value propositions require?

What activities are needed to sustain operations?

1. Marketing (a full marketing plan)
2. Events
3. Networking
4. Research

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Key partners

Who are our key partners and suppliers?

Which Key Resources are we acquiring from partners?

Which Key Activities do partners perform?

Example partnerships:

1. Strategic alliances

2. universities / Governments / Private - public firms / Accelerators / incubators / coworking spaces / NGOs

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Cost Structure

What does it really cost to run our operations?

What costs are inherent in our business model?

Which Key Resources and Activities are the most expensive?

What does it cost to run and maintain the Operations Level?

Examples:

Meetings / events / funding Students and YP to events / Admin cost
/ renting fees / any other running or fixed cost



**Don't Forget
CLEAR Vision & Mission**



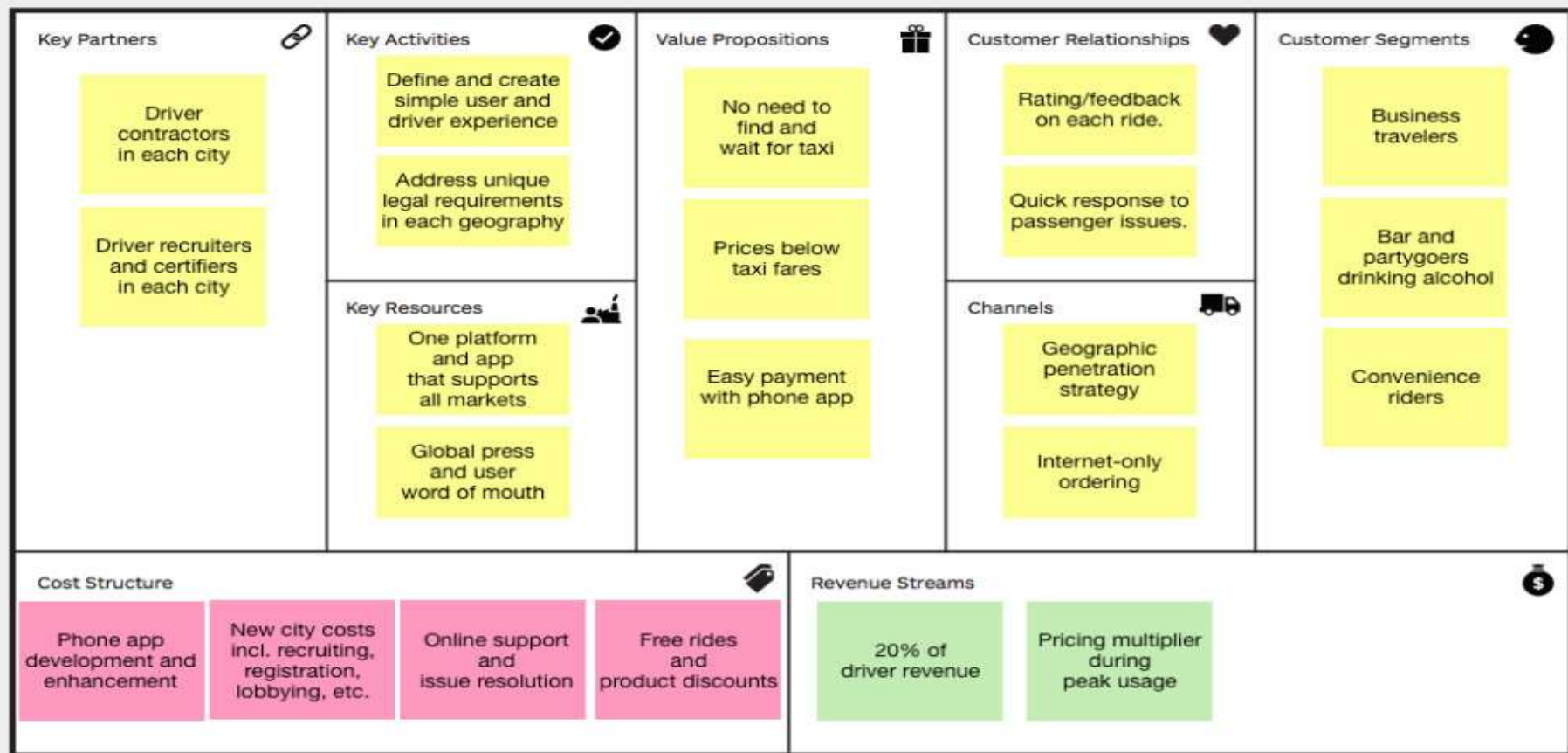
The Business Model Canvas

Designed for: **Uber ride sharing example**

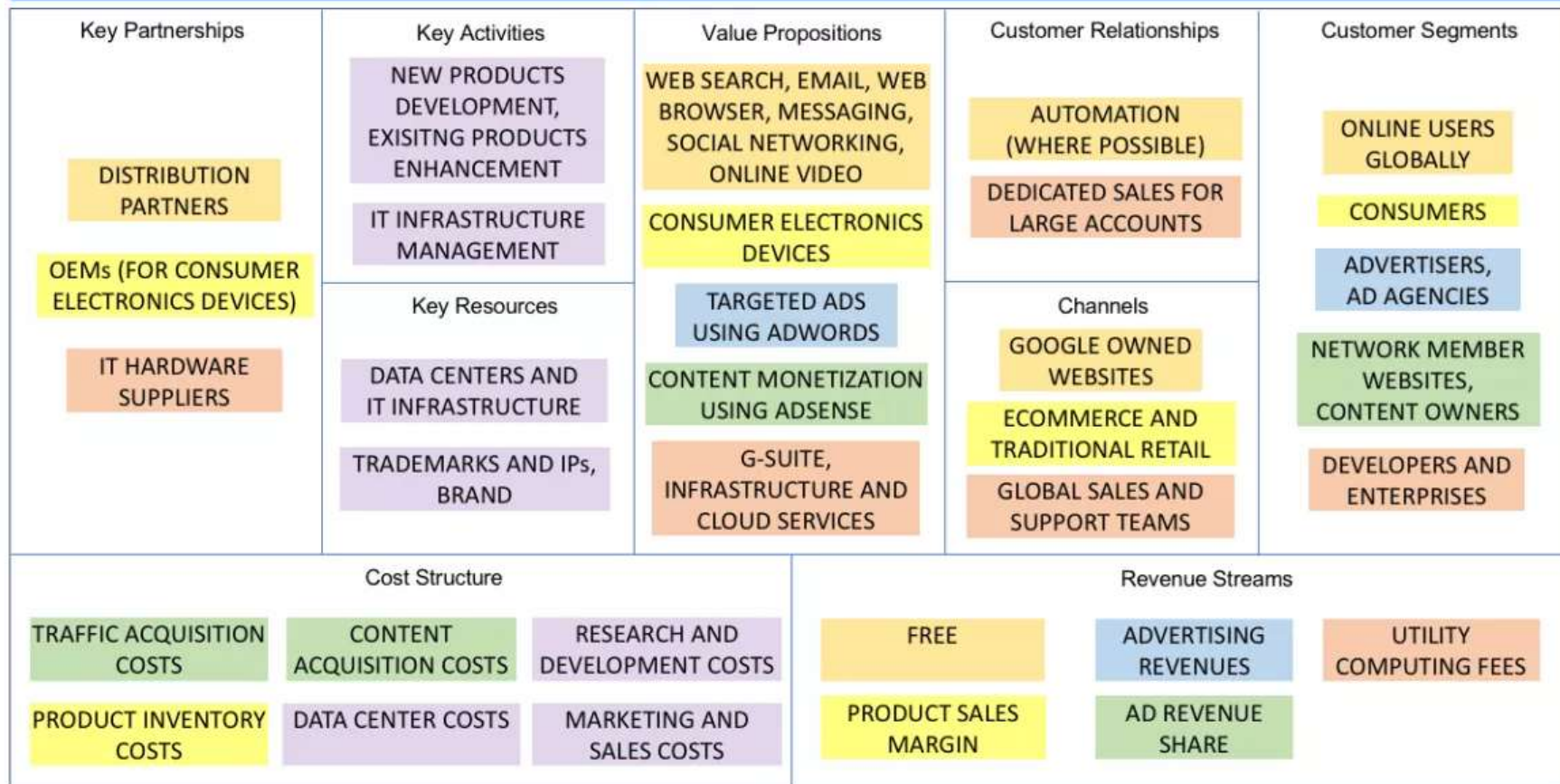
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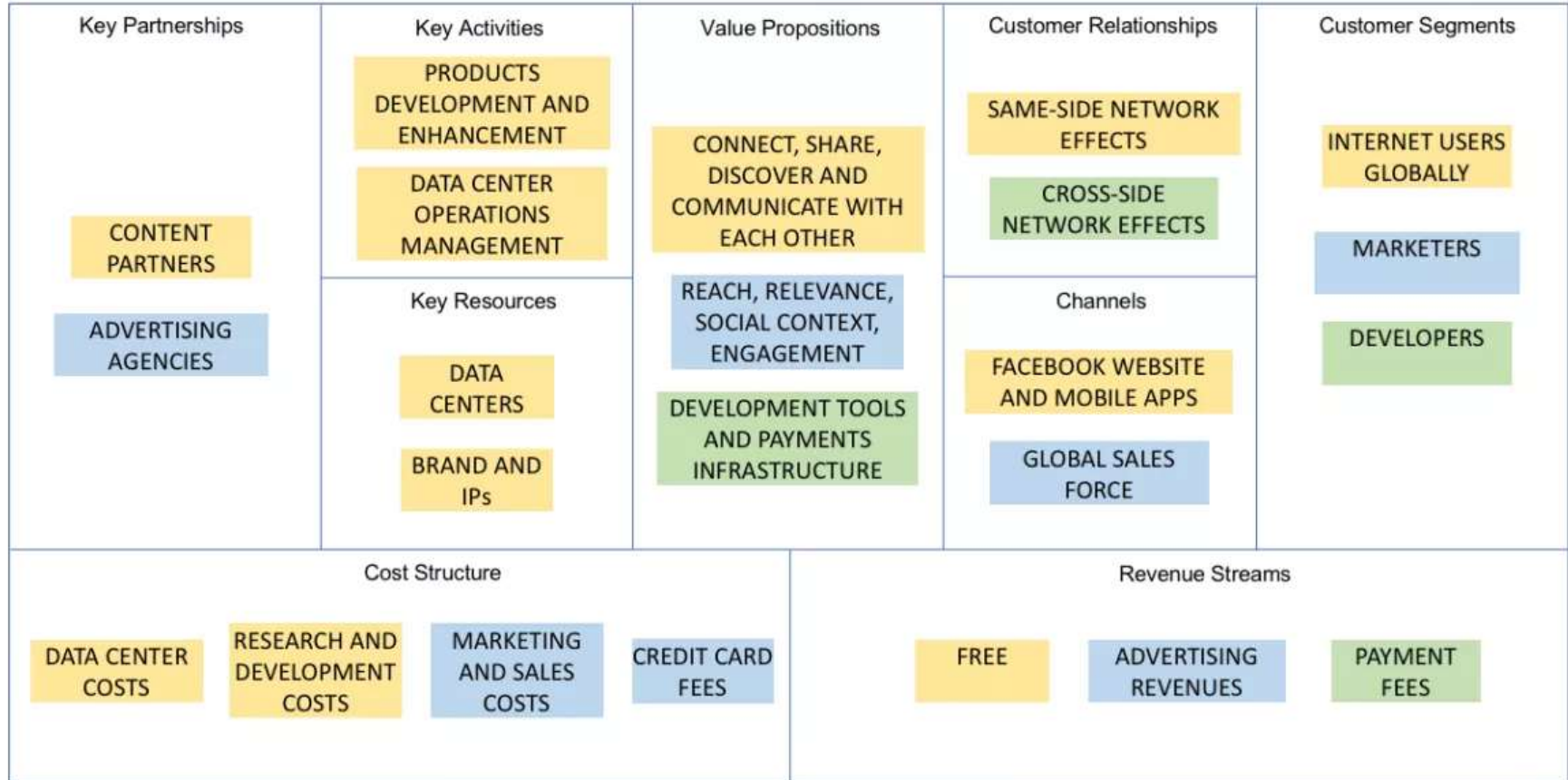
Version:



Google Business Model



Facebook Business Model





It's your turn Now



For more Info.

<https://strategyzer.com>

<https://www.nonprofitjourney.org>

[**Businessmodelgeneration.com**](https://www.businessmodelgeneration.com)

<https://www.skylance.org/>

Thank you :)

