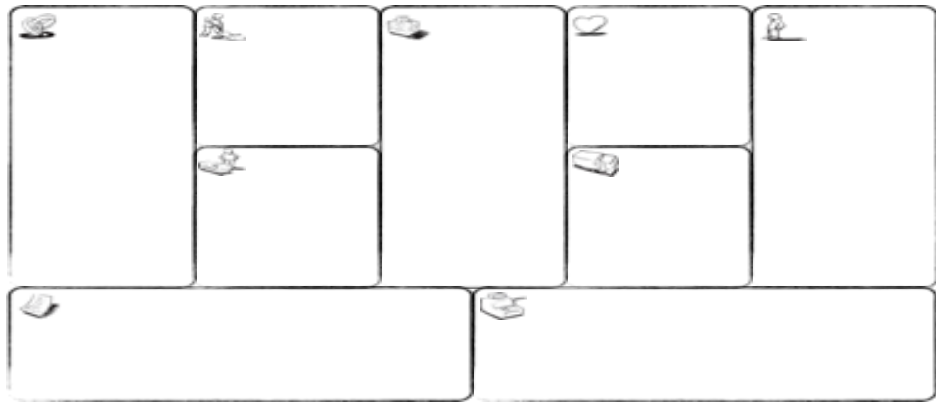




# **Lezione 2**

## **Il business model canvas**

# Business Model CANVAS



**OGNI** modello di business può essere descritto attraverso **NOVE ELEMENTI**










**BASE** denominati

***BUILDING BLOCKS***



INTESA SANPAOLO  
INNOVATION CENTER

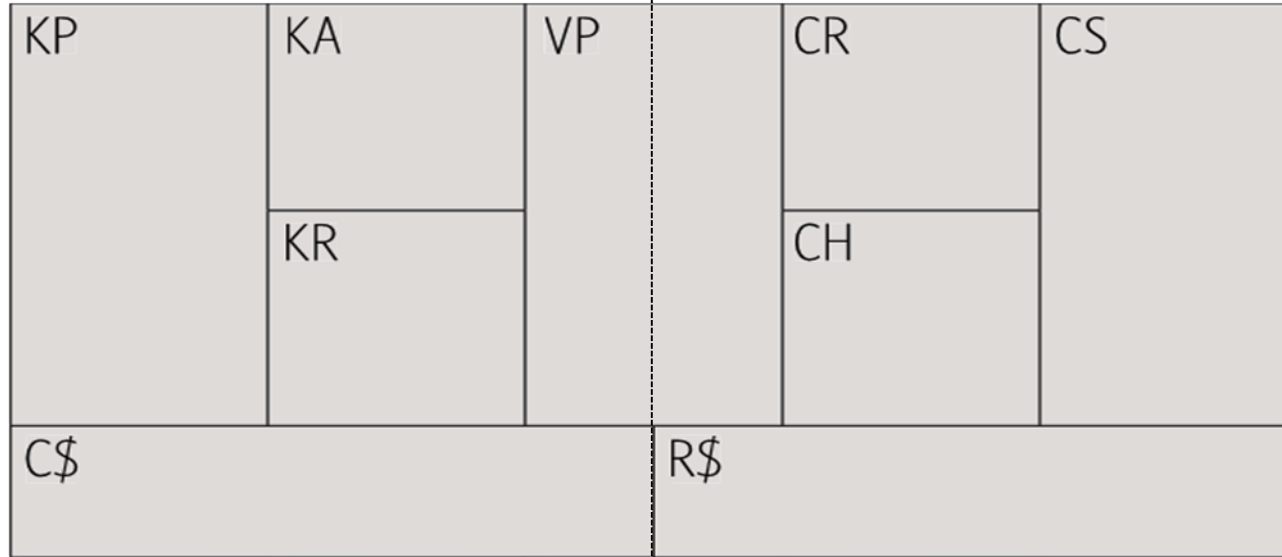
# Business Model CANVAS

 Key partners	 Key activities	 Value proposition	 Customer relationships	 Customer segments
	 Key resources		 Channels	
 Cost structure			 Revenue streams	



# Business Model CANVAS

**LEFT  
CANVAS**  
Efficiency



**RIGHT  
CANVAS**  
Value



INTESA SANPAOLO  
INNOVATION CENTER

# Business Model CANVAS

