FILLED FICTIONAL EXAMPLE

Business Model Canvas

A fictional kitchen maintenance business

Could a defined site review complement the repair business?

Key partnerships

Where do we need another organisation's contribution?

Specialist trades and equipment suppliers when a finding falls outside our capability. Agree their role before promising it.

Key activities

What work must we do well?

Review site information, inspect within scope, prioritise findings and agree who acts next.

Key resources

What skills, time and assets make the work possible?

Technician time, equipment records, site access and a consistent review format.

Value proposition

What useful difference does the customer receive?

A clear maintenance action list across the sites, with an owner and next step for each item. Repairs remain separately scoped.

Customer relationships

What contact and support does this job need?

A named contact and an agreed conversation to explain priorities and responsibilities.

Channels

How do people find, assess and receive the work?

Existing relationships and relevant referrals; a discovery conversation, site review and written action list.

Customer segments

Who uses the work, and who approves or pays?

Multi-site kitchen operators. The operations manager coordinates, site teams use the list and the business owner approves spending.

Cost structure

What does delivery and running the business consume?

Technician and preparation time, travel, materials and overhead. Payment timing also affects cash.

Revenue streams

Who pays, for what work, and when?

A separately priced site review. Repairs are quoted separately; a recurring offer would need its own case.

NEXT QUESTION Which important connection is least supported by evidence?

An offer changes the whole model. Check the effects on delivery, relationships, cost and cash before committing.

Business Model Canvas concepts by Alexander Osterwalder and Yves Pigneur, Strategyzer. Original Navigate wording, layout and fictional example. Fictional teaching inputs, not client results.

Read the Navigate guide | Original method