# The Business Model Canvas

Designed for:

Designed by:

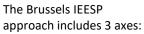
Iteration:

### **Key Partners**

Who are our Key Partners? Which Key Resources are we acquiring from partners? Which Key Activities do partners perform?

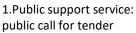
- Ecobuild Cluster: regional service for the coordination of sustainable building professionals.
- Professional building manager organization
- Union of homeowners and co-ownerships
- Other partners and internal services: creation of an enabling environment.

### **Kev Activities**



- Public and partially free of charge coordination service
- Private OSS, publicly funded for the the launching phase.
- Website + tools

#### Key Resources



2. OSS: financed through a public call for projects (launch)

3. Website: public call for tender.

Key resource BE: project management team

## Value Propositions

What value do we deliver to the customer's Which one of our customer's problems are we helping to solve? What bundles of products and services are we offering to each Custome Which customer needs are we satisfying?

The IEESP will address the specific barriers and needs of co-ownerships, by adapting the response to a complex reality and with a choice of several paths to follow. Large co-ownerships, with professional, well-trained managers are more likely to feel confident about working with a private company offering a guarantee of results

Co-ownerships with a smaller range of activity might feel more comfortable with a free of charge, public service.

### Customer Relationships

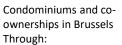
The service can count on the notoriety of the sustainable building facilitator, well-known in Brussels since 2006. Brussels Environment as public administration is well-trusted and the major information point for environmental and energyrelated questions.

#### Channels

Regional communication campaigns. Communication through media from partner organizations.

#### **Customer Segments**

For whom are we creating value?



- Building managers
- Owners (landlords and occupants) and tenants Indirect target: building professionals

#### Cost Structure

What are the most important costs inherent in our business mod●?

Website: 135.000 € for development, 10.000 € per year for updates and further improvements.

Public support service: ~600K € for 50 coachings/year + 800K € for a back office

OSS call for projects: to be determined.

#### Revenue Streams

For what value are our customers really willing to pay: For what do they currently pay How are they currently paying?

To be developed, parts of the service package will include a service fee.