

The Business Model Canvas

Designed for:

Designed by:

On: Day Month Year
Iteration: No.

Key Partners



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

KEY RESOURCES KEY ACTIVITIES
Distribution and promotion
Distribution of the service offering
Acquisition of particular resources and activities

- 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.

Key Activities



The Brussels IEESP approach includes 3 axes:

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

Key Resources



1. Public support service: public call for tender
 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?
Which one of our customer's problems are we helping to solve?
What bundles of products and services are we offering to each Customer Segment?
Which customer needs are we satisfying?

VALUE PROPOSITIONS
Performance
Customization
"Concierge-like" Job Done"
Price
Brand Status
Risk Reduction
Convenience/Usability

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 energy-related questions.

Channels



Regional communication campaigns.
Communication through media from partner organizations.

Customer Segments



For whom are we creating value?
Who are our most important customers?

MARKET SEGMENTS
Market
Market
Segmented
Market
Multi-sided Platform

Condominiums and co-ownerships in Brussels
Through:
- Building managers
- Owners (landlords and occupants) and tenants
Indirect target: building professionals

Cost Structure

What are the most important costs inherent in our business model?
Which Key Resources are most expensive?
Which Key Activities are most expensive?

KEY RESOURCES
Cost: Direct (directly used) structure, low price value proposition, maximum automation, extensive externalization
Cost: Indirect (used for value creation, purchase value proposition)

KEY ACTIVITIES
Fixed Costs (salaries, rent, utilities)
Variable Costs
Economies of scale
Economies of scope

- 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?
How would they prefer to pay?
How much does each Revenue Stream contribute to overall revenues?

REVENUE STREAMS
Asset sale
Usage fee
Subscription Fee
Licensing/Training/Leasing
Advertising
Advertising fee

REVENUE STREAMS
Fee Price
Product/Service dependent
Customer segment dependent
Volume dependent

REVENUE STREAMS
Degree of tangibility
Risk Management
Asset class Market

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

