



BUSINESS MODEL CANVAS

This half primarily deals with acquiring the means and materials for the enterprise.

This half primarily deals with delivering the product or service to the customer.

MGMT 211 – Legal and Ethical Boundaries

KEY PARTNERS

Who is in my network?
Who is indispensable?

Home owners association,
grocery store, & Mom

MGMT 466

KEY ACTIVITIES

What am I doing to
develop myself and my
potential?

Making lemonade &
serving thirsty people

**SCMT 364, FINC 341,
ISYS 210, MGMT 363**

VALUE PROPOSITIONS

*This category bridges the
two halves of the model. It is
the unique way that the
product or service is
processed to provide value.*

How can I combine what I
am learning in a way to
uniquely add value to other
people and organizations?

Great-tasting lemonade, for
a fair price, on-the-go!

MKTG 321, MGMT 466

KEY RESOURCES

What do I have, or can I
acquire, to increase my
development?

Ingredients, sales force,
stand, Grandma's recipe

**FINC 341, SCMT 364,
ISYS 210, MGMT 363**

CUSTOMER RELATIONSHIPS

How can I use my
network to help others?
Can I leverage these
relationships for mutual
benefit?

Personal interactions

MKTG 321

CUSTOMER SEGMENTS

With which individuals or
organizations do I want to
share my time energy and
talents?

Kids, walkers, sympathetic
neighbors

MKTG 321

CHANNELS

How and where do I
bring my best self to
others?

Lemonade stand, street
corner

**MKTG 321, ISYS 210
SCMT 364**

COST STRUCTURE

How am I allocating my time and money?

Ingredients, stand materials, employees (neighbor kid), flyers, cups, city
permit

ACCT 229 & 230, FINC 341, SCMT 364

REVENUE STREAMS

How are my investment paying dividends for my personal
development?

Sales, gifts, donations

ACCT 229 & 230, FINC 341, MKTG 321

**Foundations and Core Professional Competencies: BUSN 101
Tools for all the above: SCMT 303; MATH 141, 142; ECON 202, 203**

MGMT 466 "Steering the Ship"