Reinventing your business model
reimagine
what’s
possible
FUTURE PROOF MUSEUMS
WHY?
WHAT?
HOW?
WHY?

WHAT?

HOW?

vision
WHY?

WHAT?

HOW?
Key Partners
The network of partners and key suppliers that you need to make the business model work

Key Activities
What do you need to excel at for your business model to work?

Key Resources
What do you need to have for your business model to work?

Value Proposition
What value do you provide?
What attracts them to get involved?

Customer Relationships
What type of relationship do you have with them?

Channels
How do you deliver value to customer segments?

Customer Segments
Who are you targeting?

Cost Structure
The costs involved in operating your business model

Revenue Streams
What income do you get from each customer segment?

The network of partners and key suppliers that you need to make the business model work

What do you need to excel at for your business model to work?

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What type of relationship do you have with them?

How do you deliver value to customer segments?

Who are you targeting?

The costs involved in operating your business model

What income do you get from each customer segment?
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<th>Key Partners</th>
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The network of partners and key suppliers that you need to make the business model work

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The costs involved in operating your business model to work

What type of relationship do you have with them?

What do you need to have for your business model to work?
two sided model

Showcasing & developing deaf & disabled talent

Deaf and disabled young people

Ticket sales
two sided model

Key Partners

Key Activities

Value Proposition

Showcasing & developing deaf & disabled talent

Support communities

Customer Relationships

Deaf and disabled young people

Customer Segments

Key Resources

Channels

Funder

Cost Structure

Revenue Streams

Grant income

Ticket sales

FunderSupport

Grant income
Sketch out your business model

TOP TIPS:

- Use post-it notes so that you can move them around or remove them
Sketch out your business model

TOP TIPS:

− Use post-it notes so that you can move them around or remove them
− Use different colour post-its to show different segments
Sketch out your business model

TOP TIPS:

- Use post-it notes so that you can move them around or remove them
- Use different colour post-its to show different segments
- Keep it brief, essential facts only to show the big picture
- Make sure there are no orphans
- Check that the overall canvas tells the story
feasible?

Key Partners
Key Activities
Value Proposition
Customer Relationships
Customer Segments

Key Resources
Channels

Cost Structure
Revenue Streams

finance driven
finance driven
reimagine
what’s
possible
WHAT IF .... ?
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<td></td>
<td>designing community programmes and events</td>
<td>stronger more connected community</td>
<td>active participation social bridging empowering</td>
<td>local community groups</td>
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<td></td>
<td>Key Resources</td>
<td>a welcome gathering place for shared experiences and unexpected connections</td>
<td>Channels</td>
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<td></td>
<td>collections</td>
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<td>donors membership programme income grants fundraising gala</td>
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</table>
### Key Partners
- families
- older people

### Key Activities
- authentic catering
- curating and animating spaces
- education

### Value Proposition
- community memory
- sharing stories of the North of England
- social interaction
- intergenerational
- having fun

### Customer Relationships
- immersive
- enduring
- donating

### Channels
- networks

### Cost Structure

### Revenue Streams
- paid entry
- catering
- retail
- ‘premium experiences’
WHAT IF ....?
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<td>National touring company</td>
<td>Arts Centre</td>
<td></td>
<td>Repeat visits</td>
<td>‘fans’ for each artistic offer</td>
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<td>Artists collective</td>
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<td>New writing company</td>
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<td>BAME-led company</td>
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WHAT IF .... ?
Don’t fall in love with your first idea
next steps …
free or low cost support...
Uniquely visual and accessible, our books outline the core concepts in the Strategyzer toolbox. Over 1.5 million people have read them in 36 languages.

**Business Model Generation**
Business Model Generation teaches you how to systematically understand, design and differentiate your business model.

Get a copy ▶

**Value Proposition Design**
Value Proposition Design helps you tackle a core challenge of every business — creating compelling products and services customers want to buy.

Get a copy ▶

@Julie_Aldridge
Ideas to spark your future business model

By Julie Aldridge

Published 2016

Gain inspiration to develop a more resilient business model with this ideas piece from AMA Executive Director Julie Aldridge.

A couple of years ago I started using Strategiczer.com’s Business Model Canvas at the Arts Marketing Association (AMA). It helped shape and inform our future ambitions as a small but rapidly growing organisation.

One thing I love about the canvas is the way it enables us to be more creative and collaborative in reviewing our future direction.
low cost, on demand introduction to the theory…
Three online modules about resilience

Three modules with one purpose

Building Resilience is a suite of three online modules that Wolff Olins has created in collaboration with the AMA. The modules have been designed to inspire your thinking about how to build and maintain resilience within your organisation.

Resilience requires the capacity to adapt to a constantly changing environment, without losing sight of your core purpose.

In order to achieve this, you need to have a compelling purpose which defines how your organisation makes a difference to the world around it.
Funded training programme
FUTURE PROOF MUSEUMS
Bespoke support for you and / or your team
reimagine what’s possible