



SERVICE LOGIC BUSINESS MODEL CANVAS

7. KEY PARTNERS

FROM OUR POINT OF VIEW:

- Who are our key partners?
- What are the roles of our partners?
- What resources do we need from our partners?
- How do the partners benefit from the cooperation?

FROM CUSTOMER'S POINT OF VIEW:

- How does the customer experience our partners?
- What kind of partnerships does the customer have and how should they be taken into account?

6. KEY RESOURCES

FROM OUR POINT OF VIEW:

- What skills and knowledge do we need?
- What other material and immaterial resources and tools are required?

FROM CUSTOMER'S POINT OF VIEW:

- What skills and knowledge is required from the customer's side?
- What other customer's material and immaterial resources and tools are required?

8. MOBILIZING RESOURCES AND PARTNERS

FROM OUR POINT OF VIEW:

- How do we coordinate multi-party value creation?
- How do we utilize and develop partners and resources?

FROM CUSTOMER'S POINT OF VIEW:

- How can the customer utilize and develop partners and resources?

2. VALUE PROPOSITION

FROM OUR POINT OF VIEW:

- What value are we selling?
- What are the elements of our offering?
- What is unique about our offering?

FROM CUSTOMER'S POINT OF VIEW:

- What value is the customer buying?
- What are the elements of the customer needing?
- Which of the customer's challenges and problems need to be solved?

3. VALUE CREATION

FROM OUR POINT OF VIEW:

- How is our offering embedded in the customer's world?
- How can we facilitate the customer to reach their goals?

FROM CUSTOMER'S POINT OF VIEW:

- How does the value emerge in customer's practices (*also from mental and emotional experiences*)?
- How are customer's long-term benefits accomplished?

4. INTERACTION AND CO-PRODUCTION

FROM OUR POINT OF VIEW:

- How can we support customer co-production and interaction between us and the customer?

FROM CUSTOMER'S POINT OF VIEW:

- What are customer's activities during the use and different use contexts?
- What are the customer's mental models of interacting with us?

1. CUSTOMER'S WORLD AND DESIRE FOR IDEAL VALUE

FROM OUR POINT OF VIEW:

- How do we get a deep insight and holistic understanding of the customer's world, their future strategies, and their own customer's world?

FROM CUSTOMER'S POINT OF VIEW:

- Why does the customer buy?
- What kinds of benefits (*functional, economic, emotional, social, ethical, environmental, symbolic*) does the customer desire?

9. COST STRUCTURE

FROM OUR POINT OF VIEW:

- What are the inherent costs in our business models?
- What are our other sacrifices?

FROM CUSTOMER'S POINT OF VIEW:

- What costs and other sacrifices are required from the customer?

5. REVENUE STREAMS AND METRICS

FROM OUR POINT OF VIEW:

- What is our earnings logic and how is our financial feedback generated?
- How can we apply value-based pricing?
- What else valuable do we get other than money?
- What are the key performance metrics of our business success?

FROM CUSTOMER'S POINT OF VIEW:

- For which benefits is the customer willing to pay for and how?
- What is the financial value for the customer?
- What are the key performance indicators of the customer's business and how are we following them?