

Customer perspective	<p style="text-align: center;"><b>Customer</b> Customers in the business model</p>						
	Costs borne by customers	Resources provided by customers	Activities carried out by customers	Value proposition for customers	Contribution of customers to maintain the relationship	Channels provided by customers	Revenues captured by customers
Company perspective	<p><b>Cost Structure</b> Costs borne by the focal company</p>	<p><b>Key Resources</b> Resources provided by the focal company</p>	<p><b>Key Activities</b> Activities carried out by the focal company</p>	<p><b>Value Proposition</b> Value propositions of the focal company</p>	<p><b>Relationship</b> Contribution of the focal company to maintain the relationship</p>	<p><b>Channels</b> Channels provided by the focal company</p>	<p><b>Revenue Streams</b> Revenues captured by the focal company</p>
	Costs borne by partners	Resources provided by partners	Activities carried out by partners	Value propositions for partners	Contribution of partners to maintain the relationship	Channels provided by partners	Revenues captured by partners
Partner perspective	<p style="text-align: center;"><b>Key Partner</b> Partners in the business model</p>						

Weitere Informationen zum „Service Business Model Canvas“ unter

<http://sbmc.informatik.uni-hamburg.de/>

oder in

Zolnowski (2015): „*Analysis and Design of Service Business Models*“. Dissertation, Universität Hamburg.



GEFÖRDERT VOM

