

PSS Business Model Canvas by PROTEUS after Osterwalder

<div>KEY PARTNERS</div> <div>Need any partners, investors, warranty institutions, infrastructure providers etc.?</div>	<div>KEY ACTIVITIES</div> <div>Which activities are needed for executing and sustaining the business? Development, monitoring, proactive sales?</div>	<div>VALUE PROPOSITION</div> <div>What is the value your company provides for the given segment?</div>	<div>CUSTOMER RELATIONSHIPS</div> <div>Will the relationship with the customer change? Is there a need for improved communications throughout the life cycle?</div>	<div>CUSTOMER SEGMENTS</div> <div>Who is your customer and how do the customer's needs vary over time? Also, what is the difference in needs between customers?</div>
	<div>KEY RESOURCES</div> <div>What do you need to have in your organisation to excel? Human resources, patents, knowledge?</div>		<div>CHANNELS</div> <div>Supporting the whole life cycle means new channels. What are yours?</div>	
<div>COST STRUCTURE</div> <div>Supporting a life cycle can be expensive – is your organisation focusing on the most attractive life cycle activities and needs?</div>			<div>REVENUE STREAMS</div> <div>How will you collect revenue from a larger part of the life cycle? Through subscriptions, performance fees, sales or maybe through sales to an intermediate investor?</div>	
<div>PRODUCT AND TECHNOLOGY</div> <div>What are the technological implications of the proposed business model? Does the product need to be easier to remove, monitor, repair etc.?</div>				