



REthinking  
EDUcation COmpetencies.  
Expertise, best practices  
and teaching in Digital Era



Erasmus+

# CREATE A BUSINESS MODEL CANVAS

**SMARTCITIES: How to make sustainable cities and communities.**

TEAM'S NAME:

Students' Names:

Professor Name:



## Welcome to RE-EDUCO CANVAS

This Canvas is a translated adaptation for RE-EDUCO of **Alexander Osterwalder's Business Model Canvas.**

Completing it is very easy.



The team must read carefully the information related to the nine parts of the business model in order to answer the questions related to them and follow the tips!

Once you have completed each part...

¡EUREKA!



You will be ready to present your business idea!



# 1. PROBLEM | SMARTCITIES

What problem or problems does your solution solve?  
Clearly express what the problems are, and how your solution addresses them.

- Insert the text here



What problem related to mobility and other aspects of the city life you may have in your family, school, community?



## 2. SOLUTION | SMARTCITIES

Describe your solution. What does your product or service do?

- Insert the text here



You can use images to illustrate your description



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### 3. UNIQUE VALUE PROPOSITION | SMARTCITIES

What is unique or special about your solution?

Why is it different from similar or existing solutions? How will you make it stand out?

- Insert the text here



## 4. KEY ACTIVITIES & RESOURCES | SMARTCITIES

What are the most important actions to perform your business successfully?  
What tools do you need to conquer your idea?

- Insert the text here



4 Categories of Key Resources:

**Physical:** buildings, vehicles, machines, raw goods; **Intellectual:** Brand, patents, partnerships; **Human:** Creativity, experience; **Financial:** Cash, credit,



## 5. KEY PARTNERS | SMARTCITIES

Who are our key partners? Who are our key providers?

Which activities do our partners develop? With whom should we create key partnerships?

- Insert the text here



Identify the key activities that you can not develop and ask yourself if it would be better to look for a provider or partner that develop this activity



## 6. COST STRUCTURE | SMARTCITIES

Will customers pay for your product or service?

How much will you charge? Will there be different pricing for different people or services?

- Insert the text here





# 7. CUSTOMER SEGMENTS | SMARTCITIES

Who is your business targeted to?

- Insert the text here



Tip: End customer



## 8. CUSTOMER RELATIONSHIP | SMARTCITIES

What type of relationship does each customer expect us to establish and maintain with them?



- Insert the text here



Tips: what activities are your team going to develop in order to **attract clients**? Once you have them: how do you do **customer retention**?



## 9. CHANNELS | SMARTCITIES

Which methods of communication do you plan to use to spread the word about your business to your customers and your key partners?

- Insert the text here



Tip: Social Media, TV advertisement, door to door selling...



# 10. REVENUE STREAMS | SMARTCITIES

How will your business make a profit?  
Where will the revenue come from?



- Insert the text here



Tip: End customer



Once your canvas is finished, submitting it to the contest is as simple as printing a copy of your Canvas in PDF.

Click on it with the left mouse button and select "File" and then "Print."

To send it to the contest you must attach your CANVAS PDF, through the contacts that appear on following web address, [www.re-educo.eu/re-educo-school-contest-rules](http://www.re-educo.eu/re-educo-school-contest-rules)/completing the registration form.

**RE-EDUCO SCHOOL CONTEST**  
**From the idea research to digital start up**

