

# The Innovative Digital Business Model Canvas

(Print Me) 

This worksheet will help you build a truly innovative digital business model. It is a companion to our blog post, "How To Create an Innovative Digital Business Model." It can be completed digitally, but with brainstorming like this, we always found work is done best with a pen and paper, and maybe a sticky note or two. Regardless, you do you.

By the end of the article, and after completing this document, you'll be one big step toward achieving your next big vision and business.

This canvas is definitely nothing new, so we included tips and examples specific to digital business models and innovations, which we believe will give it a little more oomph and value, and get your creativity flowing.

-your marketing team @ Nitrobox 

Let's talk:

+49 (0)40 605 906 330 (DE) • +44 20 39 66 13 02 (UK) • +1 929 356 25 12 (US) • sales@nitrobox.com • www.nitrobox.com • made with  in Germany

 NITROBOX

# The Innovative Digital Business Model Canvas

## Key Partners

Who are your essential partners that will help you differentiate?

## Key Activities

What has to get done to move your business forward?

## Key Propositions

What value do you offer your customers? What makes your business different?

## Customer Relationships

How and how often will you interact with your customers?

## Customer Segments

Who is your ideal customer? What's their profile? Describe the target audience.

## Key Resources

What resources are necessary to make this idea a reality?

## Channels

How will you reach your prospects and/or customers?

## Costs Structure

What does your spend look like? How is it broken up (i.e. marketing, product spend)

## Revenue Streams

What are your revenue projections in a defined period? What are your pricing plans? Subscriptions, usages, other kinds of recurring payments? Compare this to your costs structure.

### Let's talk:

+49 (0)40 605 906 330 (DE) - +44 20 39 66 13 02 (UK) - +1 929 356 25 12 (US) - [sales@nitrobox.com](mailto:sales@nitrobox.com) - [www.nitrobox.com](http://www.nitrobox.com) - made with  in Germany

# The Innovative Digital Business Model Canvas

## Key Partners

Who are your essential partners that will help you differentiate?

A GDPR compliant and Europe-hosted Billing & Monetization Platform

A GDPR compliant and Europe-hosted CRM

A GDPR compliant and Europe-based cloud computing platform

## Key Activities

What has to get done to move move your business forward?

Set up scalable billing and invoicing to enter new markets

## Key Resources

What resources are necessary to make this idea a reality?

Human Resources

Office, computers, phones, internet connectivity

## Key Propositions

What value do you offer your customers? What makes your business different?

Precise, value-driven pricing models: Usage based or subscription

Simple UI

Privacy-first user data storage

## Customer Relationships

How and how often will you interact with your customers?

Live tech support

Video calls

## Channels

How will you reach your prospects and/or customers?

Web chat

Email

## Customer Segments

Who is your ideal customer? What's their profile? Describe the target audience.

Existing markets

New markets

Scaling companies

EU-based

## Costs Structure

What does your spend look like? How is it broken up (i.e. marketing, product spend)

Series B round of Venture Capital was raised to finance team growth and market expansion with an international outlook

## Revenue Streams

What are your revenue projections in a defined period? What are your pricing plans? Subscriptions, usages, other kinds of recurring payments? Compare this to your costs structure.

Hybrid subscription/pay-per-use model

IoT data driven usage-based pricing model

One time payments

Overages, volume pricing

One time payments like Enterprise pricing: consultation & implementation costs

### Let's talk:

+49 (0)40 605 906 330 (DE) • +44 20 39 66 13 02 (UK) • +1 929 356 25 12 (US) • sales@nitrobox.com • www.nitrobox.com • made with ❤️ in Germany

# The Innovative Digital Business Model Canvas

## Key Partners

Who are your essential partners that will help you differentiate?

hint: keep an eye open for your competitors' partners and try and find more innovative solutions

## Key Activities

What has to get done to move move your business forward?

hint: write down 10 company goals, like "I will make 1mm ARR in 5 years" and pick the one that jumps out at you. write down the tasks to accomplish that goal here. Set a deadline. Do this regularly.

## Key Resources

What resources are necessary to make this idea a reality?

hints: If you deal with IP and licensing, find a good, knowledgeable resource to stay informed.

## Key Propositions

What value do you offer your customers? What makes your business different?

hint: This is the most important section. What about your business is innovative? Is it a valid differentiation? Is it defensible and hard to replicate?

## Customer Relationships

How and how often will you interact with your customers?

hint: good customer relationship building can be a competitive advantage when taking on enterprise-class competitors. Don't cut corners here.

## Channels

How will you reach your prospects and/or customers?

hint: there are many, many digital and offline channels. Focus on them one at a time early on. Don't try everything at once.

## Customer Segments

Who is your ideal customer? What's their profile? Describe the target audience.

hint: build one core ideal customer profile (ICP) first, and then segment this out into personas (buyers, users, enablers, advocates, evangelists, decision makers, etc.)

## Costs Structure

What does your spend look like? How is it broken up (i.e. marketing, product spend)

hint: update and challenge this regularly and compare to your funding rounds. Are you seed stage, series A, B, C...? Always look to stay lean and cut costs fairly and with an employee-first approach.

## Revenue Streams

What are your revenue projections in a defined period? What are your pricing plans? Subscriptions, usages, other kinds of recurring payments? Compare this to your costs structure.

hint: Look up the pirate (AARRR) funnel or our discussions on digital payment plans for inspiration

### Let's talk:

+49 (0)40 605 906 330 (DE) • +44 20 39 66 13 02 (UK) • +1 929 356 25 12 (US) • sales@nitrobox.com • www.nitrobox.com • made with ❤️ in Germany