



اَوْنِبُوْا سِيَّتِيْ بِاَتِيْكَوْلُوْا كِيْ بِاِمَارًا
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BUSINESS MODEL CANVAS REPORT
“HYPER GRABBER”

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1.0 INTRODUCTION

Business model canvas(BMC) is a strategic management and entrepreneurial tool that allows you to describe, design, challenge, invent, and capture values. BMC can be used to visualize such customer expectation and market problem. Besides that, it is also give the entrepreneur important knowledge and skills such as experience of using tools, communication skills, critical analysis and teamwork among teammates. By using this method, it will increase the market strategy and uses of technology. This will make the entrepreneur to become more effective in market.

By using BMC, we can observe and discuss on viability and cost effectiveness into picture with their impact. With BMC entrepreneur will always have an overview of what the business model really is. BMC also a clear structured form that is easy to understand and the other people will quickly understand the business model. This method also is a base structure for the business with knowing what to do for the next step for new entrepreneur.

BMC consist of nine blocks and the blocks are customer segment, value proposition, channels, customer relationship, revenue streams, key resources, key activities, key partnerships and cost structures. For hyper grabber, BMC method is important to be used to overcome the technical, market and business related barriers, customer reach and collaborations. Besides that, this method can make hyper grabber business model easy to be analyse and update existing business model.

The Business Model Canvas		Designed for:	Designed by:	Date:	Version:
Key Partners 	Key Activities 	Value Propositions 	Customer Relationships 	Customer Segments 	
	Key Resources 		Channels 		
Cost Structure 		Revenue Streams 			

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Figure 1.1: unfilled business model canvas