Business model design

<Agency/Responsible entity>

Date

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| Security classification |  |
| Owner |  |
| Contact details |  |
| Division/Unit |  |
| Document status |  |

Document history

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Version | Date | Status | Key changes | Author/s | Reviewer/s |
| 0.0.1 |  |  |  |  |  |
|  |  |  |  |  |  |

Endorsements

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Glossary

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| --- | --- |
| Term | Definition |
| Business model canvas | The business model canvas is a tool consisting of nine key building-blocks that help to map, discuss, design and invent business models. |

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Template context – remove this section upon development of the artefact

**Artefact description**

An agency’s Business Model Design is the process or value chain by which the agency creates, delivers and captures value. The Business Model Design includes a high-level view of the stakeholders and activities involved to create value.

Template purpose

The purpose of this template is to:

* provide agencies with a centralised definition of what a Business Model Design is
* provide consistent artefact requirements for agencies to follow
* provide the template for agencies to efficiently develop a Business Model Design in a consistent format.

This template is intended to deliver on the purpose through the provision of the following artefact template. However, if an alternative file type/format better aligns with agency circumstances, the following artefact formats may also be employed, given they align with the content, glossary definitions and artefact format requirements outlined within this document:

* Publication (e.g. PowerPoint, Word).

Instructions for use of this template

* This template includes instructional text to guide artefact content. Such text is either enclosed within angled brackets (</>) and/or greyed out. Upon artefact development, this text should be removed and replaced with text specific to the agency context.
* Any **red** text or shapes indicate template elements or sections to be removed upon artefact development.

# Introduction

<The purpose of this section is to introduce the business model design and provide a high-level overview of the subsequent artefact sections.

This section should include:

* a high-level overview of the agency business model design
* a high-level overview of the document sections:

Model context and inputs

Business model design glossary

Business model design overview

Element descriptions.>

# Model context and inputs

<The purpose of this section is to provide context around the agency business model design and the agency documents (e.g. artefacts, strategies, plans) that have been leveraged to inform the model.

This section should include:

* an overview of the business model design context within the agency
* any agency documents that have been leveraged to inform the model>

<Additional input sections may be added below where required and the section may expand across multiple pages where required. The input section/s outlined below act as a guide to the inputs which may be discussed, however, do not act as mandatory content headings.>

## Agency vision and mission

<This section should outline how the agency artefact has been leveraged or aligned to throughout development of the business model design, including:

* the nature by which the artefact has been leveraged to inform the model
* how the model has been informed by the artefact. >

## Agency strategic direction

<This section should outline how the agency artefact has been leveraged or aligned to throughout development of the business model design, including:

* the nature by which the artefact has been leveraged to inform the model
* how the model has been informed by the artefact. >

# Business model design overview

<This section should include an overview of the business model design diagram.

This section should include an overview of the business model design diagram and associated ‘building-blocks’>

## Business model design diagram

<This section should include the business model canvas diagram. The partial format example/template and associated section definitions below may be leveraged to develop the artefact. Key points for each section may be included in this view, and detailed points/description can be included in section 5.0 Element descriptions.>

**Cost structures**

All costs incurred to operate a business model.

**Funding structures**

The revenue streams within an agency’s business model.

**Key partners**

The network of suppliers and partners that make the business model work.

**Key activities**

The most important things an agency must do to make its business model work.

**Value propositions**

The benefits citizens can expect from services.

**Citizen relationships**

The types of relationships an agency establishes with specific citizen segments.

**Citizen segments**

The different groups of people or organisations an agency aims to reach and serve.

**Key resources**

The most important assets required to make a business model work.

**Channels**

How an agency communicates with and reaches its citizen segments to deliver a value proposition.

# Element descriptions

| Element | Description |
| --- | --- |
| Key partnerships | <This section should include a detailed description of the business model canvas element – Key partnerships.  This section should cover:  What relationships or partnerships are held for mutual benefit? (i.e. key partners, key suppliers)  Which key resources being acquired from partners?  What key activities do partners perform?> |
| Key activities | <This section should include a detailed description of the business model canvas element – Key activities.  This section should cover:  What key activities are conducted across the agency to support the value propositions, distribution channels and citizen relationships?  How are business activities grouped – what are the groups?  What are the intended/expected outcomes from each of the activity groupings/activities?> |
| Key resources | <This section should include a detailed description of the business model canvas element – Key resources.  This section should cover:  What key resources are used across the agency to support the value propositions, distribution channels and citizen relationships?  What tangible resources are used to deliver services to citizens?  What intangible resources are used to deliver services to citizens?> |
| Value propositions | <This section should include a detailed description of the business model canvas element – Value propositions.  This section should cover:  What value does my agency deliver to citizens?  What citizen problems does my agency solve/address?  What bundle of services are being delivered to each citizen segment?  Which citizen needs are being satisfied?> |
| Citizen relationships | <This section should include a detailed description of the business model canvas element – Citizen relationships:  This section should cover:  What type of relationship does each citizen segment expect my agency to establish and maintain with them?  Which relationships have been established?  How are they integrated with the rest of the agency business model design?> |
| Channels | <This section should include a detailed description of the business model canvas element – Channels.  This section should cover:  Through which channels do citizen segments want to be reached?  What channels are currently used to deliver value to citizens?  Which channels are the most successful?  How are channels integrated with other channels and citizen routines?> |
| Citizen segments | <This section should include a detailed description of the business model canvas element – Citizen segments.  This section should cover:  What are the citizen (or organisation) groups my agency is creating value for?  Who are the most important agency citizens/organisations?> |
| Cost structures | <This section should include a detailed description of the business model canvas element – Cost structures.  The section should cover:  What are the key costs within my agency’s business model?  Which activities and resources are the most expensive?> |
| Funding structures | <This section should include a detailed description of the business model canvas element – Funding structures.  This section should cover:  What are my agency’s key revenue streams?> |

Artefact Examples – Remove section upon artefact development

TOGAF – Business Model (Business Model Design aligned)

The TOGAF Business Models Guide example shows an example retail company business model depicted across the business model canvas.

