

Development Bank of Namibia Business Model Canvas

ABOUT THIS BUSINESS PLAN CANVAS

The [Business Model Canvas](#) (BMC) was developed by Alexander Osterwalder to assist with business planning and strategic management on a one-page, at-a-glance sheet.

This BMC is not required for your application for finance from DBN, but it can assist you in developing a concept of management of the SME that you wish to launch or are already managing. It may also contribute to development of your business plan, cash flow projection as well as marketing and branding.

The quality of the BMC depends on your honest assessment of the business, and the amount of accurate information you can obtain,










There are numerous variants of the BMC. This one has been adapted to provide a strong concept of marketing and branding, the engine of your business.

3. Information in the text boxes will remain when saved.
4. Information can be changed and saved.
5. Find basic guidelines for information on page 2 of this document.

INSTRUCTIONS










1. The size of this document is A3.
2. Click on each of the text boxes to enter information.

Company name

Company name				
BUSINESS DRIVERS		CUSTOMER DRIVERS		
 KEY PARTNERS	 KEY ACTIVITIES	 VALUE PROPOSITION	 CUSTOMER RELATIONSHIPS	 MARKET SEGMENTS
	 KEY RESOURCES		 DISTRIBUTION & CHANNELS	
 COST STRUCTURE		 REVENUE STREAMS		

Guidelines

Use these guidelines and questions to complete the sheet. Where other information becomes apparent, please add it. Where relevant, ask external parties about their opinions. Do not ask friends and family as they are likely to give answers they believe you may want to hear.

BUSINESS DRIVERS		CUSTOMER DRIVERS		
 KEY PARTNERS	 KEY ACTIVITIES	 VALUE PROPOSITION	 CUSTOMER RELATIONSHIPS	 MARKET SEGMENTS
<p><i>Who will help you?</i> Who are your key partners & suppliers? Why do you need them?</p>	<p><i>How do you do it?</i> What activities does your value proposition need? What activities are most important for you? What activities earn the greatest net profit? What activities are most important for managing suppliers? What activities are most important to look after customers?</p>	<p><i>What do you do?</i> What value do you give to your customers? What needs do you satisfy? How are you different from your competitors?</p>	<p><i>How do you interact?</i> What relationship does your customer want to have with you? How can you make the relationship part of the way you work?</p>	<p><i>Who is your market?</i> Who buys your product / service? Who pays the most? Who pays the least?</p>
	 KEY RESOURCES		 CHANNELS	
	<p><i>What do you need?</i> What key resources (inputs) do you need for your value proposition? What key assets do you need for your value proposition? What staff do you need? What can you do without?</p>		<p><i>How do you reach your market?</i> Where will your market buy products? Where will your market need your services? Through which communication channels can your market be reached? Which are the most expensive communication channels?</p>	
 COST STRUCTURE		 REVENUE STREAMS		
<p><i>What will it cost?</i> What are the most important costs for your business? What key resources & activities are most expensive? Which costs are not directly linked to earnings? What will be the monthly cost of running your business?</p>		<p><i>How should you earn?</i> For what value is your market prepared to pay? For what and when do you earn the most? What is the total monthly revenue you need to earn to cover your costs?</p>		

The Development Bank of Namibia does not participate in business planning or cash flow projections for borrowers, but does provide guidance to borrowers on application requirements and sound business practices.

DBN also cautions against use of 'ready-made' business plans as it is important that applicants have a clear concept of what it will take to manage the business and the goals and targets that the business has to meet.

- For more guidance for SMEs visit www.dbn.com.na/faq
- Find information on SME applications at www.dbn.com.na/sme
- For application documents and the full guide to SME applications, visit www.dbn.com.na/applications

Apply and receive guidance on application requirements at the following branches:

Windhoek
Tel. 061 290 8000
Fax 061 290 8049
12 Daniel Munamava Street

Windhoek SME Centre
Tel. 061 290 8111
12 Daniel Munamava Street

Ongwediva
Tel. 065 230 129 / 230 130
5626 Main Road
Trade Fair Grounds

Rundu
Tel. 066 257 735 / 257 736
MVA Building
Eugene Kakukuru Street

Walvis Bay
Tel. 064 220 924 / 221 857
C/o Theo Ben Gurirab & Gertrude Rikumba Kandanga Hilukilwa Streets