

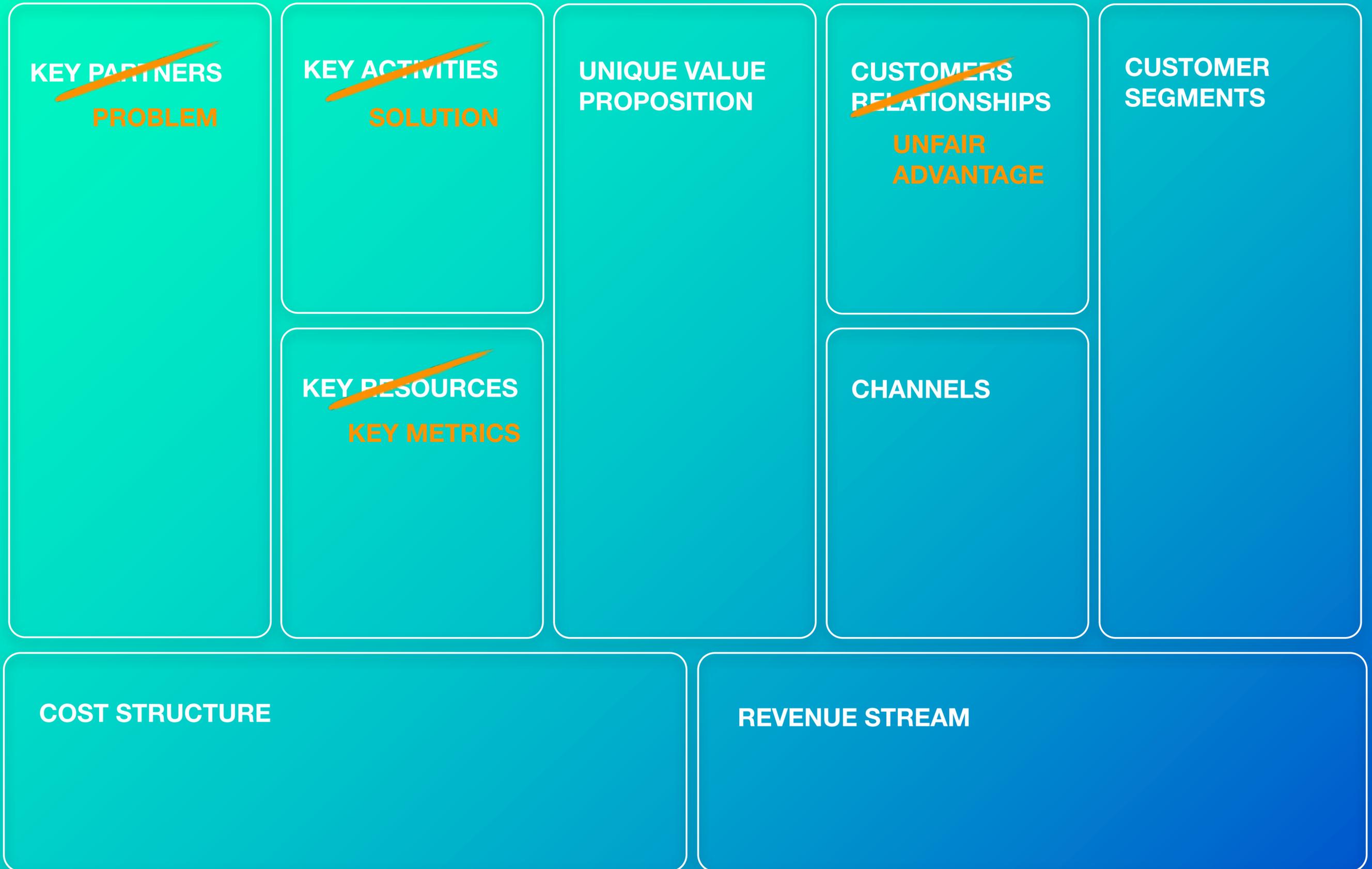


# Two More for Your Business Canvas and the Lean Canvas Boxes Dr. G

# Business Model Canvas



# Business Model Canvas



# Lean Canvas

1. Order
2. Precise
3. Refine



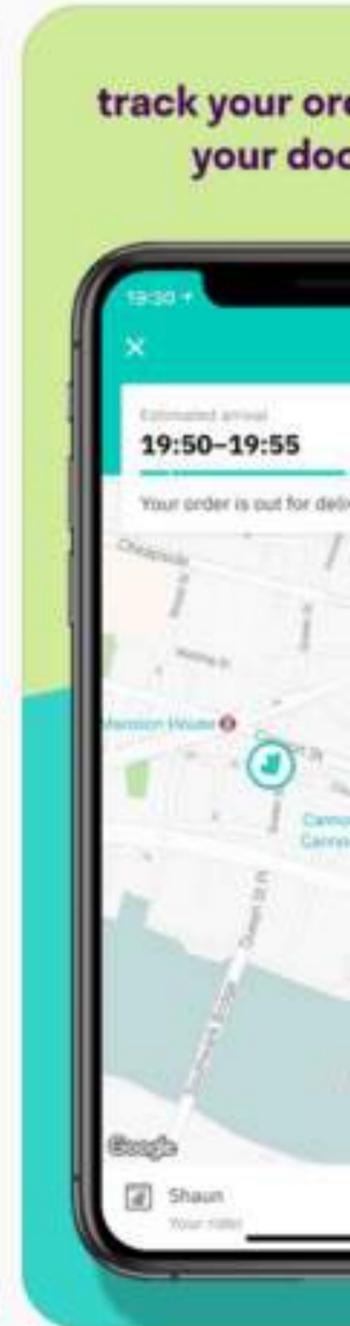
# Lean Canvas

1. Order
2. Precise
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# Deliverloo

A Case study



1

# CUSTOMER SEGMENTS

Generated from persona

User design research



## CUSTOMER SEGMENTS

List your target customers and users

People like staying at home

Office workers

Company Teams

## EARLY ADOPTERS

List the characteristics of your ideal customers

Drunks everywhere at night



Deliveroo was founded in 2013 by American entrepreneurs William Shu and Greg Orlowski

# 2

## PROBLEM

Nice to solve / Must solve

Pain in the behind

Can be tiny and small



### PROBLEM

List your customers's top 3 problems

Ppl too busy to go out to dine

Booking, and queue wait too long at restaurant

Difficulties to find seats for large group of people for in-house dining

Small restaurant doesn't have resources of logistic deliver

### EXISTING ALTERNATIVES

List how these problems are solved

pick up at restaurants

Employ an assistant for help



# 3

## REVENUE

Price model

How to generate recurring income?

Where does income comes from?

### REVENUE STREAM

List your source of revenue

25-30% commission on every order

Fixed deliver cost from user

Subscription plan Deliveroo Plus

Deliveroo for business



# 4

## SOLUTIONS

That solves the problem

Can be easy or simple fixes

Good ones would overcome challenges

### SOLUTION

Outline a possible solution for each problem

Online ordering with deliver service

Door-to-door order on demand services

Flexible contractor for delivery

Bulk purchase for company delivery

~~Online listing market place for food order~~

~~Online queening for ppl to wait for restaurants~~



# 5

## UNIQUE VALUE PROPOSITION

What value generated for users & partners?

Uniqueness of your products/services

Difference between alternatives

### UNIQUE VALUE PROPOSITION

Singe, clear, compelling message that turns on unaware visitor into an interested prospect

All-in-one app ordering

Order tracking

Online credit card payment

Very low cost on maintaining logistic staff

HIGH-LEVEL CONCEPT

**Deliveroo is like hiring your personal clerk for food catering service**, but it is at a much cheaper cost, more reliable and always on demand

# 6

## CHANNELS

What value generated for users & partners?

Uniqueness of your products/services

Different between alternatives



### CHANNELS

List your path to customers

Deliveroo apps

Business apps

Social Media

Partners stores

Email marketing



# 7

## KEY METRICS

Measurable success

Move along with time

What you want to achieve ?



### KEY METRICS

List the key numbers that tell you how your business is doing

No. Users signed up

No. restaurant on list

No. of active couriers

Orders completed daily

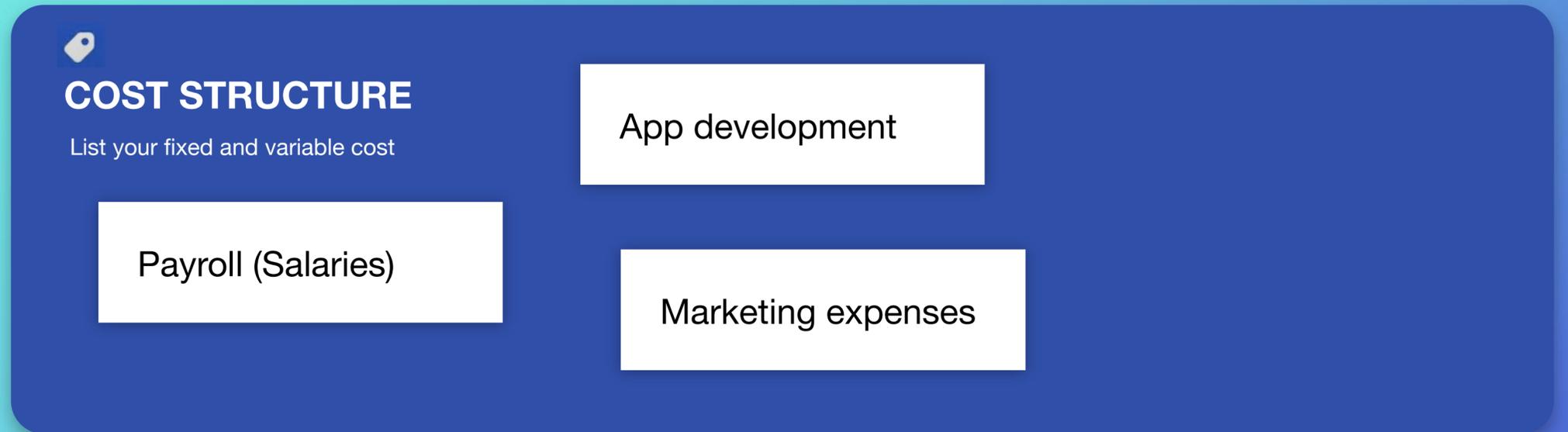
Revenue growth monthly

# 8 COST STRUCTURE

Fixed and variable cost

Asset

+ / - and scale



	Product ID	Images	Product Name	Type	Price	Colors	Style	Location	Barcode
1	1000001	Attachment	The High Street	Bag	\$120.00	Burgundy, Sundown Ash, Navy Blue	Women	Zone A - Shelf 1	00921138
2	1000002		The Church Road	Bag	\$200.00	Sundown Ash, Dessert Brown, Burgundy	Women	Zone A - Shelf 3	0096619474318
3	1000003		The London Road	Bag	\$250.00	Navy Blue, Forest Green, Indigo	Women	Zone A - Shelf 2	0096619723829
4	1000004		The Manor Road	Scarf	\$60.00	Wool White	Women	Zone B - Shelf 2	0096376182637
5	1000005		The Church Lane	Scarf	\$60.00	Burgundy, Dessert Brown	Women	Zone B - Shelf 1	00961251739563
6	1000006		The Park Avenue	Head Accessory	\$80.00	Dessert Brown, Sundown Ash	Unisex	Zone C - Shelf 2	00956382
7	1000007		The Station Road	Bag	\$100.00	Dessert Brown, Burgundy, Navy Blue	Men	Zone A - Shelf 2	00973618395
8	1000008		The Victoria Road	Bag	\$230.00	Dessert Brown, Navy Blue, Forest Green	Men	Zone A - Shelf 3	0097626124
9	1000009		The Queens Road	Scarf	\$60.00	Burgundy	Men	Zone B - Shelf 2	009475384
10	1000010		The Grange Road	Head Accessory	\$85.00	Sundown Ash	Men	Zone C - Shelf 1	0096236432747232
11	1000011		The Main Street	Bag	\$85.00	Burgundy, Dessert Brown, Navy Blue	Children	Zone A - Shelf 2	0097626534
12	1000012		The Oxford Street	Bag	\$115.00	Forest Green, Indigo, Sundown Ash	Children	Zone A - Shelf 3	0097734854385443
13	1000013		The Park Road	Blanket	\$65.00	Burgundy, Forest Green, Dessert Brown	Dogs	Zone D - Shelf 1	00972364632

# 9

## UNFAIR ADVANTAGES

Why did you win?

Your barriers / hills you have to overcome

Competitor not able to copy or obtain



### UNFAIR ADVANTAGE

Something that can not be  
easily copied or bought

Restaurant networks

Existing deliver crews

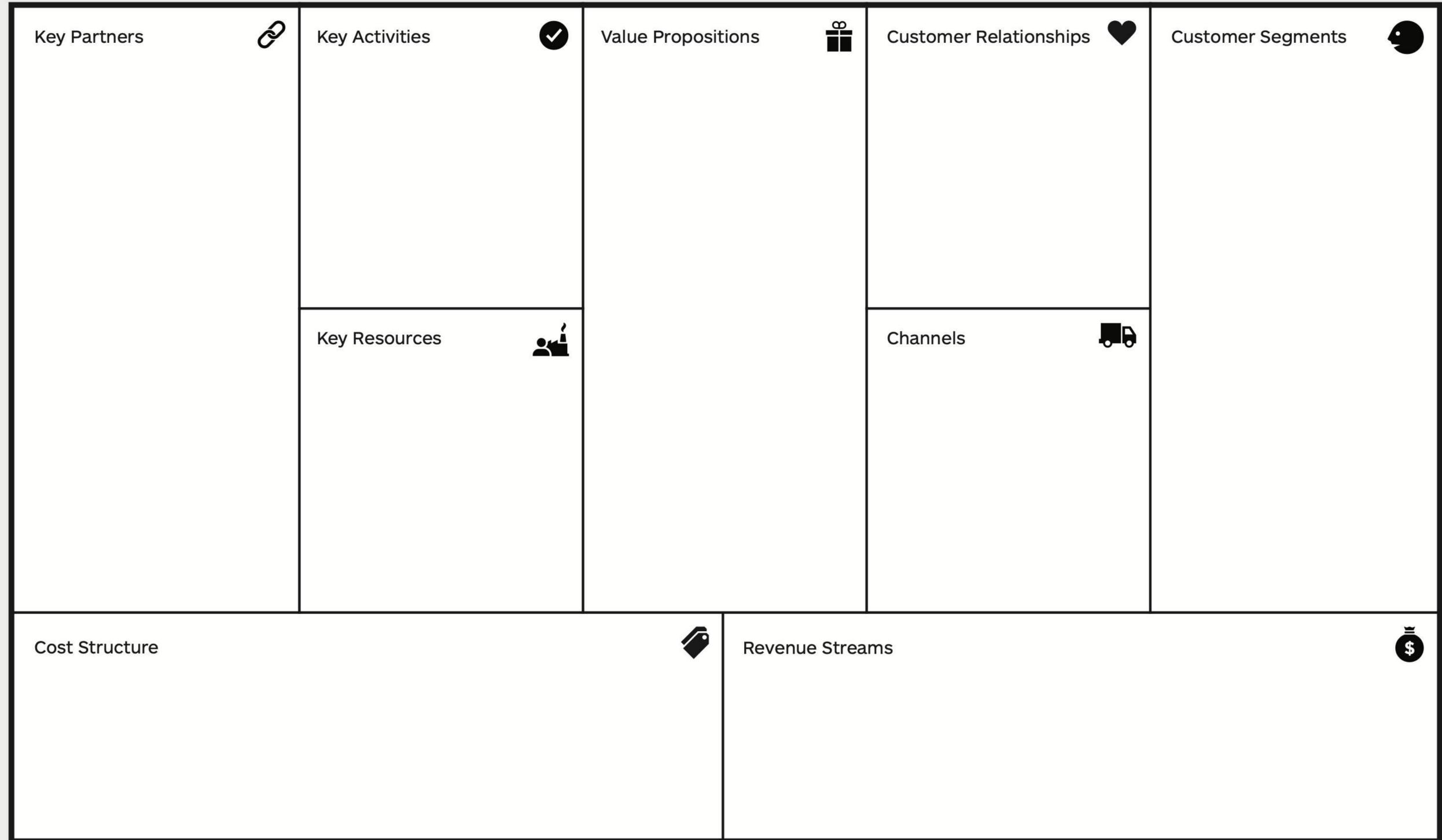
# The Business Model Canvas

Designed for:

Designed by:

Date:

Version:



# Your Canvas

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DESIGNED BY: Strategyzer AG  
The makers of Business Model Generation and Strategyzer

**Strategyzer**  
strategyzer.com

# Your New Lean Canvas

1. Order
2. Precise
3. Refine



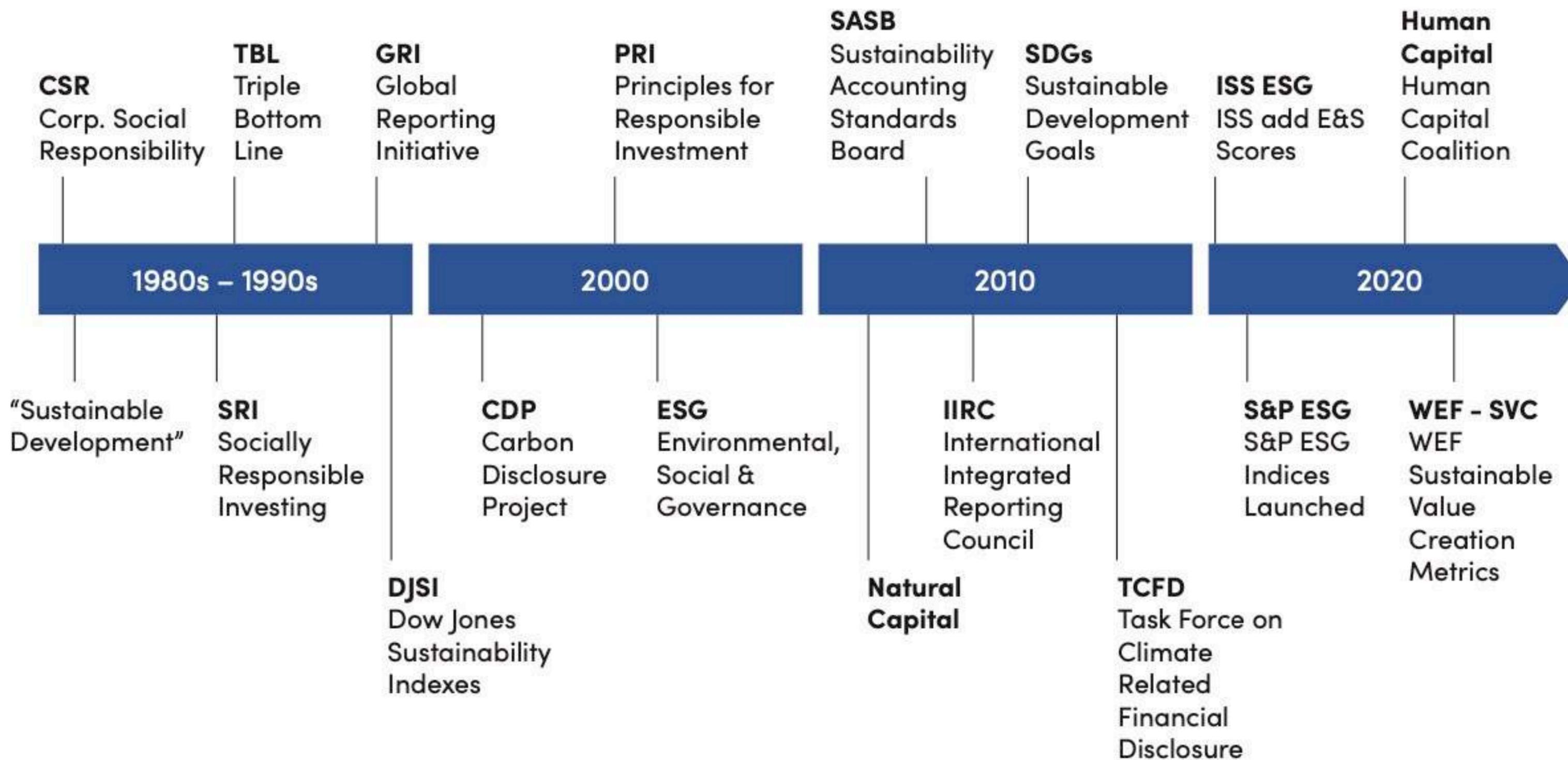
**Two More Boxes**

# The SDG – 17 Box

*How might we save our planet?  
Which SDG should we focus on?*

FIGURE 2

## ESG Timeline and Key ESG Terms





**United Nations**

# 17 Sustainable Development Goals

are an urgent call for action by all countries in a global partnership.

Ending poverty, improving health and education, reducing inequality, and spurring economic growth – all while tackling climate change and working to preserve our oceans and forests.

<https://sdgs.un.org/goals>

<p><b>1</b> NO POVERTY</p>	<p><b>2</b> ZERO HUNGER</p>	<p><b>3</b> GOOD HEALTH AND WELL-BEING</p>	<p><b>4</b> QUALITY EDUCATION</p>	<p><b>5</b> GENDER EQUALITY</p>
<p><b>6</b> CLEAN WATER AND SANITATION</p>	<p><b>7</b> AFFORDABLE AND CLEAN ENERGY</p>	<p><b>8</b> DECENT WORK AND ECONOMIC GROWTH</p>	<p><b>9</b> INDUSTRY, INNOVATION AND INFRASTRUCTURE</p>	<p><b>10</b> REDUCED INEQUALITIES</p>
<p><b>11</b> SUSTAINABLE CITIES AND COMMUNITIES</p>	<p><b>THE GLOBAL GOALS</b> For Sustainable Development</p>			<p><b>12</b> RESPONSIBLE CONSUMPTION AND PRODUCTION</p>
<p><b>13</b> CLIMATE ACTION</p>	<p><b>14</b> LIFE BELOW WATER</p>	<p><b>15</b> LIFE ON LAND</p>	<p><b>16</b> PEACE AND JUSTICE STRONG INSTITUTIONS</p>	<p><b>17</b> PARTNERSHIPS FOR THE GOALS</p>

# Let's try to create your own SDG

1. Google SDG-17 (or go to: <https://www.unescap.org/kp/2021/asia-and-pacific-sdg-progress-report-2021>)
2. Choose the relevant SDGs for your new venture
3. Reference the KPI examples used. How would you adjust these for your new business? Try to create one to three KPIs.



**Example: SDG – 3 and Its KPIs**

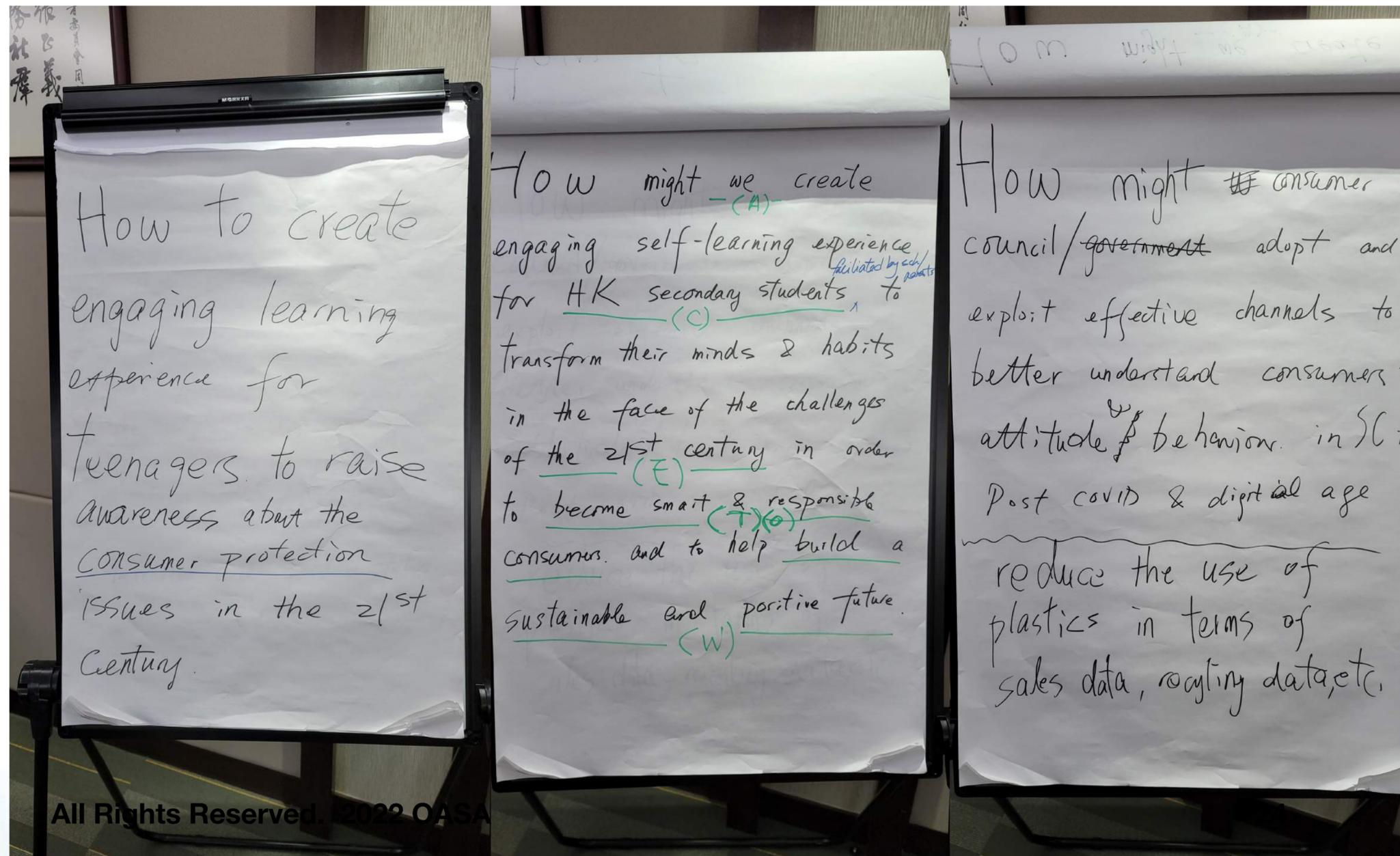
# The Consumer Council Box

*How might we make the average buyer in Hong Kong a smarter and better consumer buyer?*

# Typical Problem Statement Faced by CC

## Youth Development

- 1<sup>st</sup> version: Design a better way for secondary students to practice smart consumption with limited resources.
- Updated version: How might we assist consumer council to design a better way to secondary students influenced by social media and society to understand the impact and consequences of their purchase to environment by practicing smart purchase.



# Let's try to create your own CG KPI

1. Google Consumer Council
2. A Smart City needs Smart Consumers.  
How might we advocate stronger and  
smarter consumerism?
3. Try to create one to three KPIs for this  
Box.

