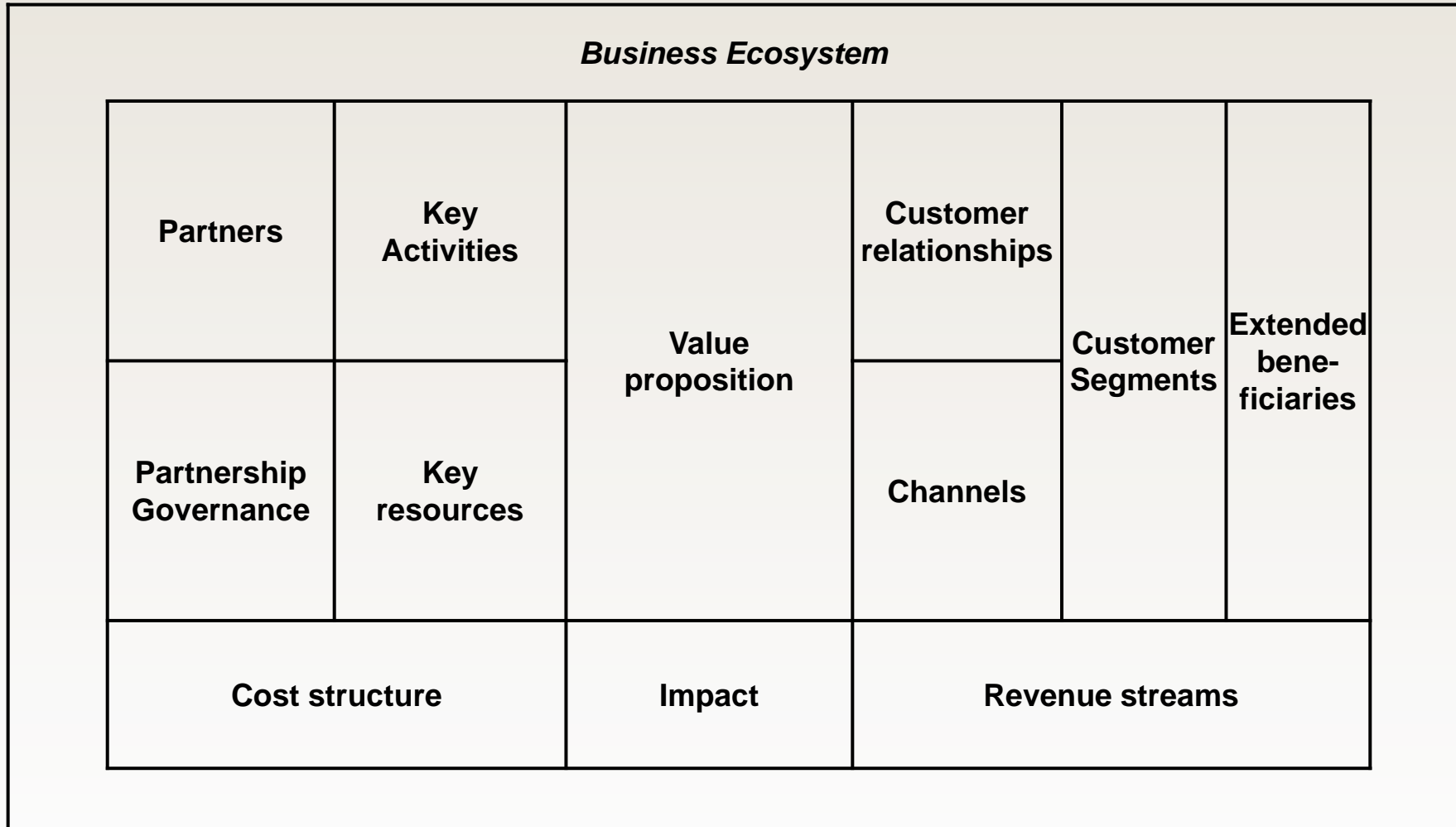




**BoP INNOVATION CENTER**  
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# PPP Canvas





## PPP Canvas

### *Business Ecosystem*

How is the business embedded in local institutions?  
How does the project address barriers to doing business?  
What strategies are used to influence the business-ecosystem?

<p><b>Partners</b> Who are the partners? Who are the suppliers? Which key resources are acquired from partners? Which key activities do the partners perform? What are the main motivations for the partnership?</p>	<p><b>Key activities</b> What key activities are needed to deliver value? - operating the distribution channels? - maintaining customer relationships? - managing revenue streams?</p>	<p><b>Value proposition</b> What value is delivered to the customers? Which of the customers' problems is it solving? What combinations of products and services are offered to each Customer segment? Which customer needs are satisfied?</p>	<p><b>Customer relationships</b> What type of relations are established with customers (segments) and how are they maintained? How are these integrated in the rest of the business model? How costly are these?</p>	<p><b>Customer Segments</b> For whom is value created? Who are the most important customers?</p>	<p><b>Beneficiaries</b> Who are the customers of the customers? Who else benefits from the business besides (direct) customers? What are the most important stakeholder groups identified?</p>
<p><b>Governance</b> Who took the initiative for the partnership? Who is leading the partnership? Which partners are crucial, will cause the business to fail when they move away? How is the partnership organized, structured? How does the partnership deal with unforeseen circumstances?</p>	<p><b>Key resources</b> What key resources are required for: - creating the value proposition? - operating the distribution channels? - maintaining customer relationships? - managing revenue streams?</p>		<p><b>Channels</b> Through which channels are Customers reached? How are these channels integrated? Which ones work best and which are most cost-efficient? How are these (being) integrated with customer routines?</p>		
<p><b>Cost structure</b> What are the most important costs inherent in the business model? Which key resources are most expensive? Which key activities are most expensive?</p>	<p><b>Impact</b> What impact is generated on the longer-term? To what degree are sustainability issues addressed or solved? To what extent is poverty alleviated?</p>	<p><b>Revenue streams</b> For what value are the customers and beneficiaries willing to pay? For what do they pay already and how do they pay? How would they like to pay? How much does each revenue stream contribute to overall revenues?</p>			