



SNS COLLEGE OF ENGINEERING

Kurumbapalayam (Po), Coimbatore - 641 107

An Autonomous Institution

Accredited by NBA - AICTE and Accredited by NAAC - UGC with 'A' Grade

Approved by AICTE, New Delhi & Affiliated to Anna University, Chennai



DEPARTMENT OF MANAGEMENT STUDIES

COURSE NAME : 19BA205 - ENTREPRENEURSHIP DEVELOPMENT

I YEAR /II SEMESTER

Unit III – INNOVATING WITH BUSINESS MODEL CANVAS

Topic 1,2 & 3: ED –Revenue Streams & Phases of Business Model Design



BMC Revenue Streams

- Revenue Streams are how your business converts your Value Proposition or solution to the customer's problem into financial gain.
- Revenue streams are a company's source of cash flows. A company might have many revenue streams.



Types of Revenue Streams

➤ Asset sale

The most widely understood Revenue Stream derives from selling ownership rights to a physical product. Amazon.com sells books, music, consumer electronics, and more online.

➤ Usage fee

This Revenue Stream is generated by the use of a particular service. The more a service is used, the more the customer pays.

A hotel charges customers for the number of days rooms are used and games in malls



Types of Revenue Streams

➤ Subscription fees

This Revenue Stream is generated by selling continuous access to a service

A gym sells its members monthly or yearly subscriptions in exchange for access to its exercise facilities.

YouTube and LinkedIn Paid membership

Amazon Paid Membership, etc



Types of Revenue Streams

➤ Lending/Renting/Leasing

This Revenue Stream is created by temporarily granting someone the exclusive right to use a particular asset for a fixed period in return for a fee.

rented cars, house, land, etc.,

How malls generating revenue?



Types of Revenue Streams

➤ Licensing

This Revenue Stream is generated by giving customers permission to use protected intellectual property in exchange for licensing fees.

Licensing allows rights holders to generate revenues from their property without having to manufacture a product or commercialize a service. Licensing is common in the media industry, where content owners retain copyright while selling usage licenses to third parties.

Similarly, in technology sectors patent holders grant other companies the right to use a patented technology in return for a license fee



Types of Revenue Streams

➤ **Brokerage fees**

This Revenue Stream derives from intermediation services performed on behalf of two or more parties.

real estate agents earn a commission each time they successfully match a buyer and seller. Admission reference fee, Online cash games etc.,



Types of Revenue Streams

➤ Advertising

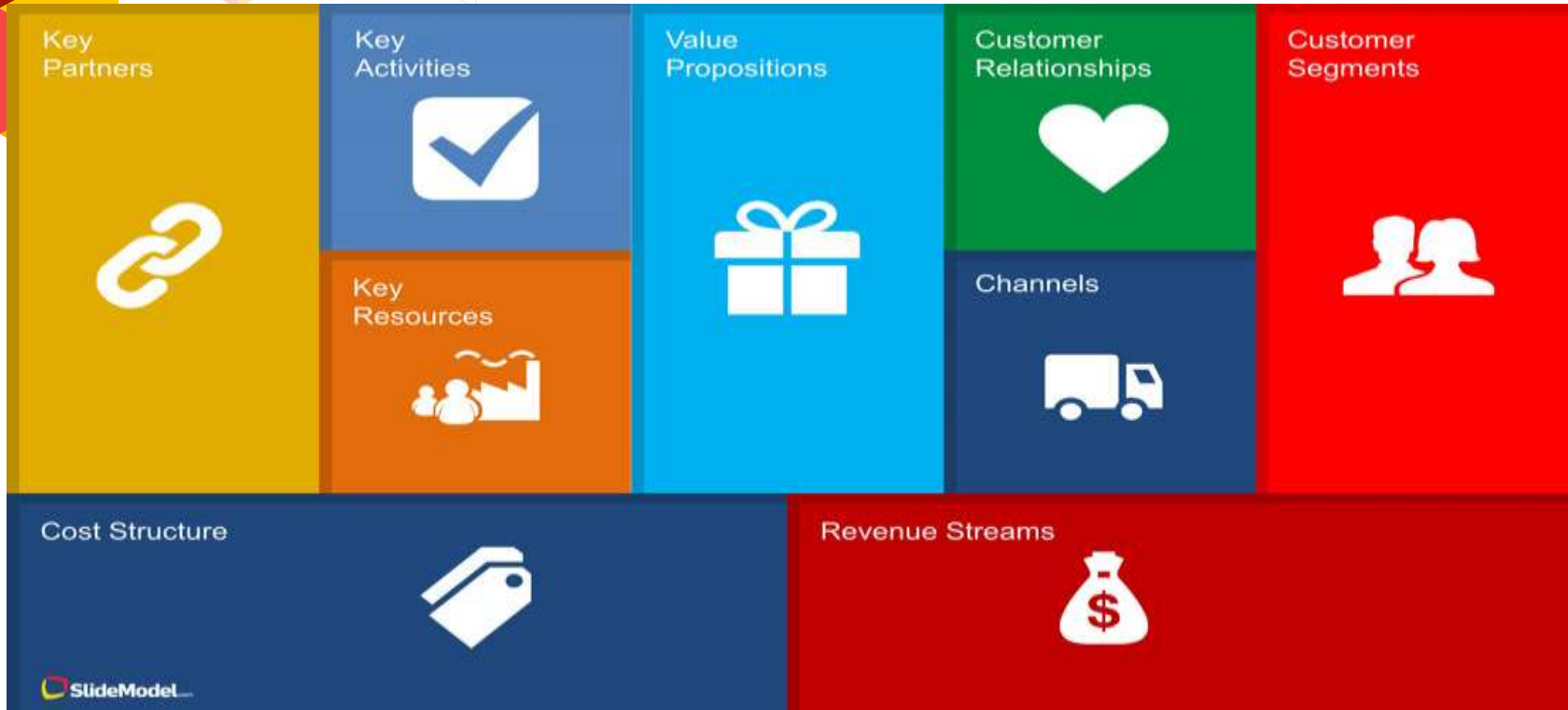
This Revenue Stream results from fees for advertising a particular product, service, or brand.

Traditionally, the media industry and event organizers relied heavily on revenues from advertising.

Facebook, YouTube, Google ,etc.,



Need and Objectives of BMC





Value Proposition

- Service – Online training
- About Garment Merchandising
- Learn while working
- Help you to get better understanding about Garment Merchandising, Costing and Export documentation, etc.,
- This course will Help you to get career growth, promotion and to start new business in garments.



Customer Segments

- Age between 18 – 35
- Textile & Fashion students and professionals are over the world(No geographic limitation because of online plat form)



Customer Relationships



- Through What's app group –Latest updates in the textile industry, Job postings ,etc.,
- telephonic interaction regarding feedbacks, expectation from the course.



Channels



- You tube channel
- Face book page both are free channels
- Old students reference
- Online training through zoom or Google meet



Key Activities

- Posting videos in you tube, Face book page
- Conducting Training,
- Preparing for classes
- Contacting recruiters for placement
- Engaging students through whats app, online training.



Key Resources



- Online tools like Zoom, what's app, etc.,
- Materials
- Internet and mobile/laptop



Key Partners



Others faculty members



Cost Structures

Rs . 10000/ 3 months



RECAP

QUESTIONS???

THANK YOU