

## Annex II Canvas of business model patterns

The business model canvas was used to describe each tech hub's business model pattern. Hubs frequently use the business model canvas to train and support entrepreneurs. It has nine components as described below.

**Customer segments:** These are the groups of people and/or organizations a company or organization aims to reach and for which it seeks to create value with a dedicated value proposition.

**Value propositions:** These are based on a bundle of products and services that create value for a customer segment.

**Channels:** These describe how a value proposition is communicated and delivered to a customer segment through communication, distribution and sales channels.

**Customer relationships:** These outline what type of relationship is established and maintained with each customer segment, and they explain how customers are acquired and retained.

**Revenue streams:** These result from a value proposition successfully offered to a customer segment. It is how an organization captures value with a price that customers are willing to pay.

**Key resources:** These are the most important assets required to offer and deliver the previously described elements.

**Key activities:** These are the most important activities an organization needs to perform well.

**Key partnerships:** These show the network of suppliers and partners that bring in external resources and activities.

**Cost structure:** This describes all costs incurred to operate a business model.

The following links provide access to the editable version of the business model canvas of tech hubs' business model patterns.

The grantee BMC => <https://canvanizer.com/canvas/wqxwbnLvUqWAo>

The networker BMC => <https://canvanizer.com/canvas/w4lfDXAmdaDsg>

The consultant BMC => <https://canvanizer.com/canvas/wn8QhNkDpbBFz>

The agent BMC => <https://canvanizer.com/canvas/wM31fpEu89h3M>

a. The grantee's business model canvas

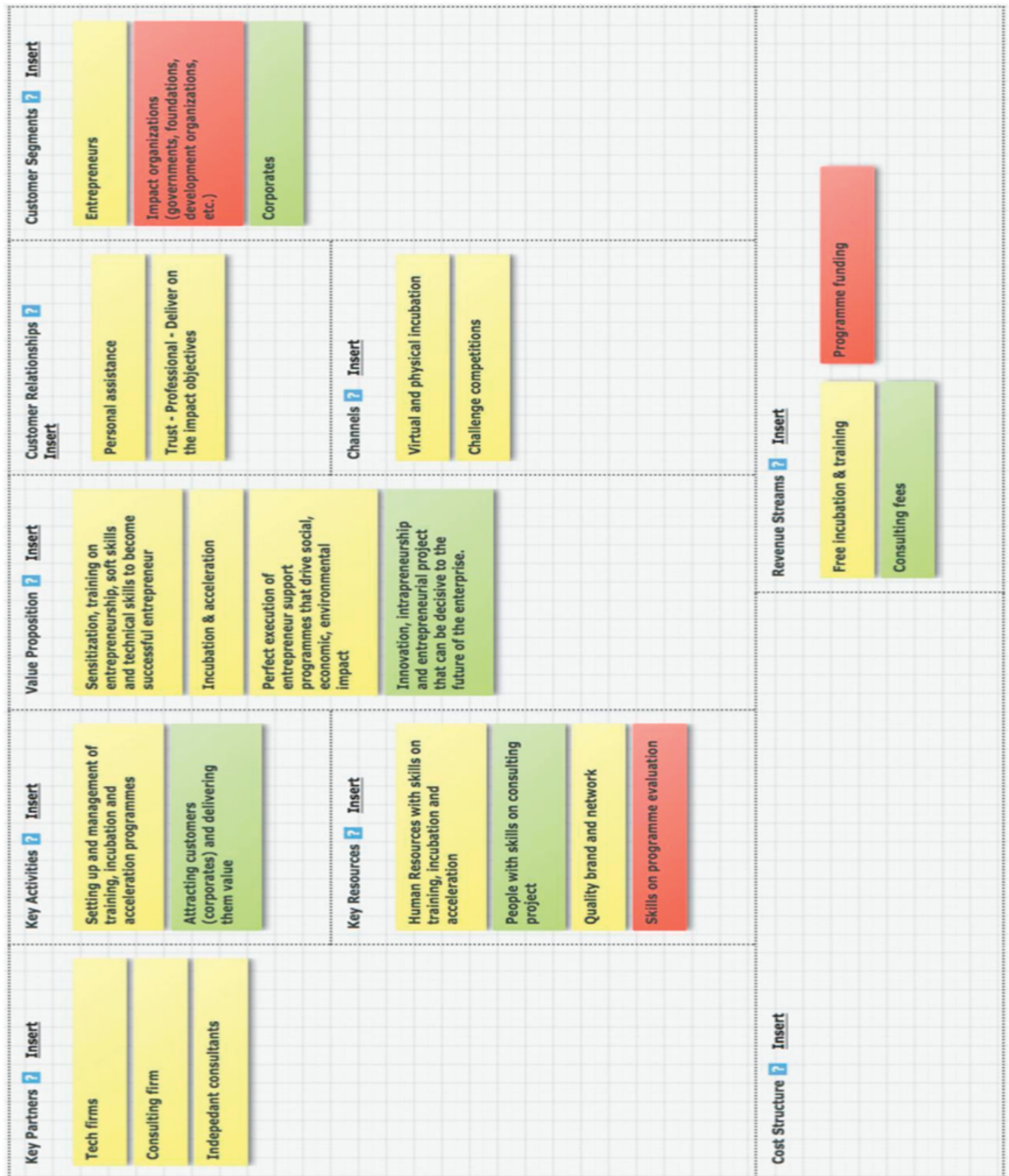
Key Partners ? Insert	Key Activities ? Insert	Value Proposition ? Insert	Customer Relationships ? Insert	Customer Segments ? Insert
<div>Government</div> <div>Development organizations</div> <div>Corporate CSR</div> <div>Foundations, NGOs, etc.</div>	<div>Setting up and management of training, incubation and acceleration programmes</div> <div>Fundraising from public and private organizations + Impact evaluation</div> <div>Management and admin of coworking space</div>	<div>Sensitization, training on entrepreneurship, soft skills and technical skills to become successful entrepreneur</div> <div>Training, mentoring, workplace and weekly based coaching to go from idea to getting first customers.</div> <div>Funding, high level mentoring and acceleration to help startups reach their Product Market Fit</div> <div>Help funders fulfill their mission in terms of job creation, social impact (...) by empowering entrepreneurs/startups.</div>	<div>Personal assistance</div> <div>Community engagement</div> <div>Trust - Professional - Deliver on the impact objective</div>	<div>Aspiring entrepreneurs</div> <div>Early stage entrepreneurs</div> <div>Pre-growth startups</div> <div>Programme funders</div>
<div>Channels ? Insert</div> <div>On site training</div> <div>Incubation &amp; acceleration</div> <div>Coworking space &amp; dedicated office</div>				
<div>Key Resources ? Insert</div> <div>Workplace with coworking</div> <div>A team with enough entrepreneurial experience and skills on entrepreneurship, product design, Marketing, Management and finance</div> <div>A network large and rich enough to benefit incubatees and community members.</div>				
<div>Revenue Streams ? Insert</div> <div>Free</div> <div>Coworking fees</div> <div>Grant</div> <div>Free/Symbolic amount paid</div> <div>Free</div> <div>Fund specially dedicated to the programme</div>				
<div>Cost Structure ? Insert</div> <div>Office cost</div> <div>Administration cost</div> <div>Salaries</div> <div>Events cost</div>				



b. The networker's business model canvas

<b>Key Partners ? Insert</b> Tech companies (MTN, Orange, Vodafone, Microsoft, Google, Amazon, IBM, etc.) Public and private companies	<b>Key Activities ? Insert</b> Office management and administration Events management Project management	<b>Value Proposition ? Insert</b> Access to a workplace and a community that can help access to opportunities (through events) to successfully develop its startup Organize events and projects to bring corporates closer to the innovation and entrepreneurial ecosystem Provide a platform that connect investors to entrepreneurs, founders to cofounders, founders to future employers, mentors, etc.	<b>Customer Relationships ? Insert</b> Community engagement Trust	<b>Customer Segments ? Insert</b> Entrepreneurs at all stage Corporates People and organizations interested in entrepreneurs and entrepreneurship in general
<b>Key Resources ? Insert</b> Coworking space, offices Community A team well connected in the ecosystem and with skills on Conciergerie, networking, event management, project management.	<b>Channels ? Insert</b> Coworking spaces Events Meetups	<b>Revenue Streams ? Insert</b> Coworking fees/membership Project management fees and event management fees Training fees Events fees		
<b>Cost Structure ? Insert</b> Office management costs Salaries Events cost				

### c. The consultant's business model canvas





d. The agent's business model canvas

