3.7
THE MORE YOU KNOW HOW TO DO **BUSINESS AROUND OPEN RESOURCES**, THE EASIER IT WILL BE FOR YOU TO SCALE AND INCREASE YOUR IMPACT.

Creative Commons is a non-profit organization supporting the use of open licensing of creative works available for others to build upon legally and to share.
CC licenses are free copyright licenses which creators apply to their own work, enabling the public to reuse it under certain conditions. Sometimes CC licensing is core to a business strategy and sometimes it is simply a way to increase the number of eyeballs on some work.

CC is already working with a handful of businesses and organizations to evaluate existing business models and develop new ones. You can develop a business model that integrates the use of CC licenses and the consequent social good. The open business model canvas can help you define the model for your business with a social impact.

Type:

#tool

Subject:
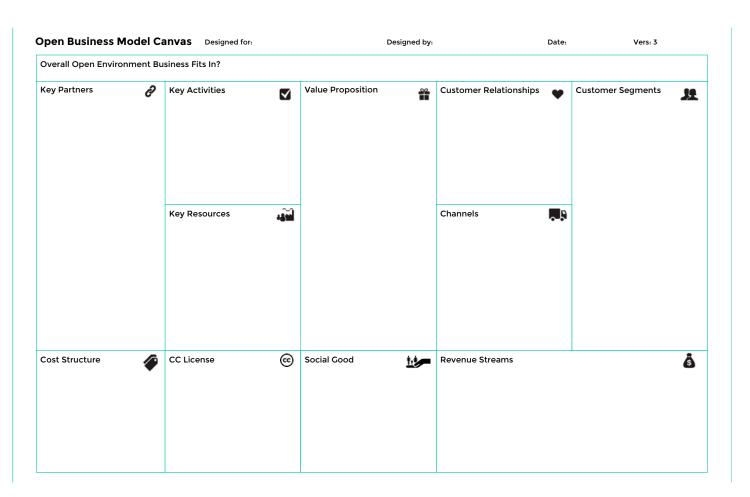
#business model generation

Keywords:

#open business modelling

#use of Creative Commons

#use of business model canvas

Open Business Model Canvas

Open Business Model Canvas   Designed for: Designed by: Date: Vers: 3

Overall Open Environment Business Fits In?

Key Partners	Key Activities	Value Proposition	Customer Relationships	Customer Segments
	Key Resources		Channels	
Cost Structure	CC License	Social Good	Revenue Streams	

How to fill the blocks

Overall do open environment businesses fit in?
What is the bigger open context your business sits within?
What open movements exist already that your open business will build on and participate in?
What is the shared outcome sought and how is it mutually beneficial?

Value Proposition

What value do we deliver to the customer?
Which one of our customer's problems are we helping to solve?
What bundles of products and services are we offering to each Customer Segment?
Which customer needs are we satisfying?

Key Partners

Who are our Key Partners?
Who are our key suppliers?
Which Key Resources are we acquiring from partners?
Which Key Activities do partners perform?

Key Activities

What Key Activities do our Value Propositions require?
Our Distribution Channels?
Customer Relationships?
Revenue streams?

Customer Segments

Who are our most important customers?

Key Resources

What Key Resources do our Value Propositions require?
Our Distribution Channels? Customer Relationships?
Revenue Streams?

Customer Relationships

What type of relationship does each of our Customer Segments expect us to establish and maintain with them?
Which ones have we established?
How are they integrated with the rest
of our business model?
How costly are they?

Channels

Through which Channels do our Customer Segments want to be reached?
How are we reaching them now?
How are our Channels integrated?
Which ones work best?
Which ones are most cost-efficient?
How do we integrate with customer routine?

Cost Structure

What are the most important costs inherent
in our business model?
Which Key Resources are most expensive?
Which Key Activities are most expensive?

Revenue Streams

For what value are our customers really willing to pay?
For what do they currently pay?
How are they currently paying?
How would they prefer to pay?
How much does each Revenue Stream contribute
to overall revenues?

CC License

Which Creative Commons license will I use?
How does license choice affect the business?

Categories

Public Domain Mark
CC0
CC BY
CC BY-SA
CC BY-ND
CC BY-NC
CC BY-NC-SA
CC BY-NC-ND

Social Good

Beyond revenue and profits, what social good
is generated by this business?

About: Open business model canvas

The Creative Commons open business models initiative aims to show how CC licenses can, and are, used by businesses, non-profits, and governments. The initiative is focused on expanding the open business model concept covered in the Business Model Generation (Alexander Osterwalder, Yves Pigneur, 2013) by introducing blocks that involve the active engagement with a network of users and collaborators using social norms that differ from those of competition and profit. This Creative Commons open business models initiative aims to make these Creative Commons open business models and their social norms evident.

www.creativecommons.org/2015/03/06/open-business-models-call-for-participation

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