BUSINESS MODEL CANVAS

KEY PARTNERS

Who are our key partners?

- Advisory Board Members
- Venue/Site Hosts

Who are our key suppliers?

- Advisory Board Members^{*}
- Venue/Site Hosts

Which key resources are we acquiring from

Advisory Board Members*

- · Content/Agenda
- Audience Type/Attendees
- Speakers, Moderators, Panelists, Workshop Trainers
- Sponsors

Venue/Site Hosts

- On-Site Logistics

Types of partnerships:

- · Team and Stakeholders
- Strategic alliance Co-Opetition
- Ioint ventures
- Ecosystem Clients
- · Ongoing Relationship / Preferred Vendor
- Partnership
- Strategic Alliance / Collaboration
- * Michael potters



KEY ACTIVITIES

What key activities do our value propositions require?

- Marketable content creation.
- · Event Production
- Sponsorship
- Advisory Panel Networking for:
 - o Speakers,
 - o Sponsors,
 - o Content Creation.

Our distribution channels?

- · Our own Channels
- Stakeholder Channels

Customer relationships?

Revenue streams?

· Timely communication

KEY RESOURCES

What key resources do our value

· Physical -Venue provider

• Financial - Sponsors

· Human - Masters Advisory Board*

• Intellectual - Content creator(s) for agenda

propositions require?

Types of resources



Which one of our customer's problems are we trying to

Direct personal access to highly desirable target audience.

VALUE PROPOSITIONS

• Quality introduction(s), exposure, and access to a

Personal Interaction with key decision makers

custom-made target audience. (Created by

through: debate, workshop, discussion,

What values do we deliver to the customer?

Tailored Visibility of Stakeholder's Brand

· Personal Brand

Service

Corporate Brand

Advisory Board)

presentation, and award.

What products and services are we offering to our customer

Nationally recognized platform that cultivates:

- Thought Leadership Development/Recognition
- Professional business relationships.

Which customer needs are we satisfying?

- Access
- Influence
- Market Exposure

CUSTOMER RELATIONSHIPS

What type of relationships do our customers expect us to establish and maintain with them?

- · Personal assistance
- Dedicated personal assistance
- Automated "platform" services
 - o Event promotion o Event management
- Communities
- · Co-creation

Which ones have we established?

How costly are they?



DISTRIBUTION CHANNELS

Through which channels do our customers want to be reached? How are we reaching them now? Which ones work best and are cost- efficient?

Types of channels:

- · Master's Owned channels
- Stakeholder Channels

CUSTOMER SEGMENTS

For whom are we creating value?

- Stakeholders
- Shareholders · Attendees/Content consumer

Who are our most important customers?

Customer segment types:

· Niche market by vertical



COST STRUCTURE

What are the most important costs inherent in our business model?

- Payroll
- Travel
- Platform

Which key resources and activities are most expensive?

- Payroll
- Trável

Is our business more cost driven, or value driven?

- · Internally cost driven for shareholders
- · Externally value driven for stakeholders

REVENUE STREAMS

For what value our customers are willing to pay?

- Access
- Influence
- Market Exposure

For what do they currently pay?

How are they currently paying?

How much does each revenue stream contribute to our overall revenues?

Types of revenue streams:

- Sponsor fees
- Registration fee
- Subscription fee
- Licensing fee





The Master Advisory Board™ is



