

## Facebook Business Model

The main benefit Facebook provides to consumers (Value Proposition) is the ability to “connect and share” with friends and family. In this unit we don’t analyze their revenue model, but three main blocks of the canvas because they are connected to the Value Proposition, which is in fact your innovation in your business idea.

## Key resources:

Facebook’s platform (software, proprietary algorithms, databases, server arrays, and the Face-book.com branded Web site) is the company’s single most important asset. Here’s a thought experiment that can help identify Key Resources: What would happen tomorrow if Facebook fired 500 employees? Would the company collapse? Would its stock price crash? In contrast, what would happen tomorrow if Facebook’s Web site suddenly became unavailable for two hours?

## Key activities:

Protecting and developing the platform are Facebook’s most important Key Activities. Remember, Key Activities are those activities essential to creating, selling, and delivering the Value Proposition, and they usually leverage Key Resources. Activities such as accounting and maintaining internal computer systems, while important, are secondary.

## Key partners:

As of this writing, Facebook does not appear to depend on partners to provide Key Resources or perform Key Activities (it has acquired a number of companies that previously might have served as Key Partners). Key Partners differ from suppliers in that the enterprise must compete for Key Partners. Suppliers, in contrast, compete with each other for the enterprise’s business.

## Tasks:

- 1.Download the Canvas template
- 2.Download FACEBOOK images
- 3.Fill in the blocks
- 4.Download canvas filled
- 5.Compare

The main point of the activity is not to check out if you are right or wrong when filling it. It is about rehearsals the kind of thinking you need to develop for each block and understand the importance of each block.

Remember when you prototype your model and after pivots it based on the feedbacks, some of your assumptions may change in any of the 9 blocks.

## Suggesting Reading:

<http://businessmodelyou.com/>

The information extracted for this unit belongs to the Business Model You book.

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