

Workshop

Google Search
The Business Model





Which is the Basic product ?

The search engine



Do you know other products offered by Google



Google Product Family



Google Customer Service

Let's talk about the "Search Engine"



- **Customer Segments ?**
- **Value proposition per Customer Segment ?**
- **Channels used to transfer the value proposition to Customer ?**
- **Which and How is created the Customer Relationship ?**
- **Which are the Revenue Streams ?**
- **Which are the Key Partners of Google search Engine ?**
- **Which are the Key Activities performed by them ?**
- **Which are the Key Resources ?**
- **What is the Cost Structure ?**

Please put each of the 19 post-its
in the correct Building Bloc of BMC

(1) FIND" Easy
& Quick

(2) Google Ads

(3) IT infrastructure
Costs

(4) Automated relation
/ communication

(5) Traffic
(Eyeballs)

(8) Telecom
providers

(7) Global Users

(9) Automated relation /
communication

(15) Reach an Audience
& sell

(12) Google.com

(10) Telecom
Bandwidth cost

(11) HR cost

(6) Hardware &
Systems
Engineering

(13) IT
infrastructure

(14) Software
Engineering

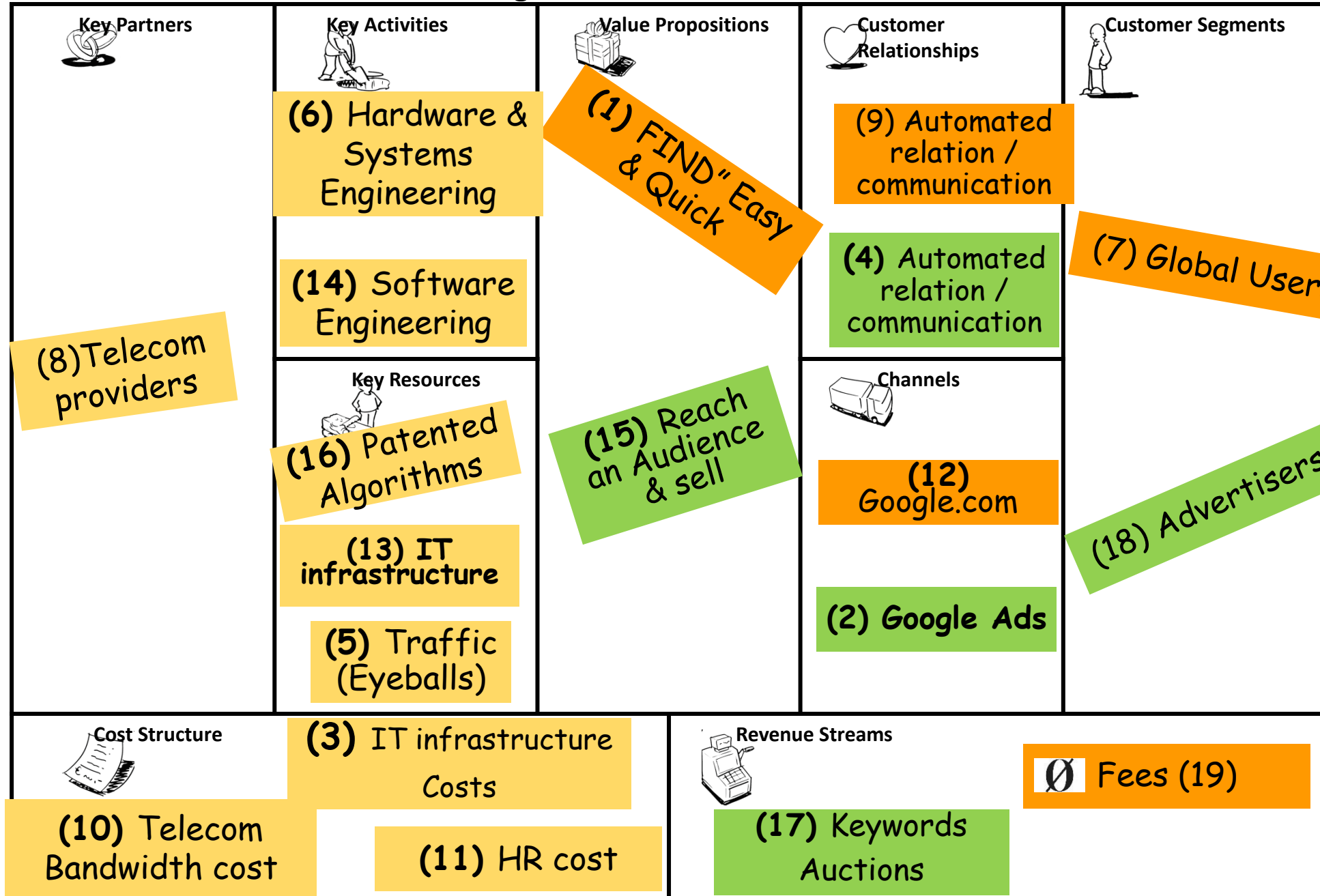
(16) Patented
Algorithms

(17) Keywords
Auctions

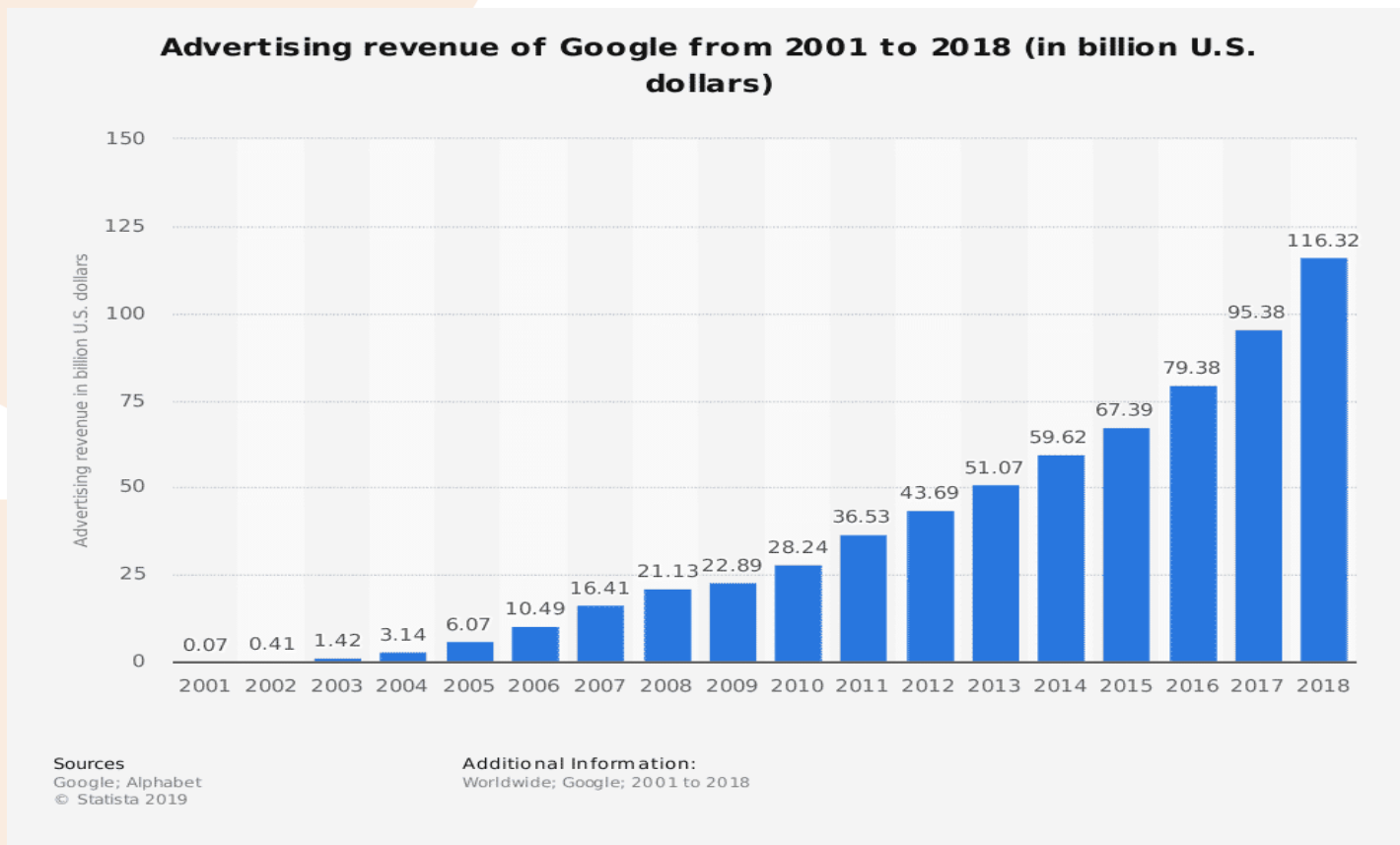
(18) Advertisers

Ø Fees (19)

Business Model Canvas - Google



- One Photo, One thousand words



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Thank You

