

# Etsy Business Model Canvas

Student Name:

Date:  
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<p><b>Key Partners</b></p> <ul style="list-style-type: none"> <li>Community &amp; business alliances</li> <li>E-Commerce apps (e.g., StoreYa, payment, etc.)</li> <li>Retail design stores (e.g., West Elm)</li> </ul>	<p><b>Key Activities</b></p> <ul style="list-style-type: none"> <li>Community building</li> <li>Seller management</li> <li>Buyer management</li> <li>Platform development</li> <li>Data management</li> </ul>	<p><b>Value Proposition</b></p> <p><u>BUYERS:</u></p> <ul style="list-style-type: none"> <li>Ability to buy unique items</li> <li>Largest online community of handmade goods in the world</li> <li>Worldwide shipping available on most items</li> </ul>	<p><b>Customer Relationships</b></p> <ul style="list-style-type: none"> <li>Online community building &amp; support</li> <li>Seller education</li> <li>Event hosting</li> </ul>	<p><b>Customer Segments</b></p> <p><u>BUYERS:</u></p> <ul style="list-style-type: none"> <li>Global</li> <li>Consumers of unique, handmade, vintage items</li> </ul> <p><u>SELLERS:</u></p> <ul style="list-style-type: none"> <li>Global &gt;200 countries</li> <li>Small merchants and local artisans</li> <li>Produce handicrafts</li> <li>Want to sell online</li> </ul>
	<p><b>Key Resources</b></p> <ul style="list-style-type: none"> <li>Etsy platform</li> <li>Data</li> <li>Seller community</li> <li>Buyer community</li> </ul>	<p><u>SELLERS:</u></p> <ul style="list-style-type: none"> <li>Simple, robust e-commerce platform</li> <li>Access to buyers</li> <li>Easy &amp; secure payments</li> <li>No sign-up fee</li> </ul>	<p><b>Channels</b></p> <ul style="list-style-type: none"> <li>Websites</li> <li>Mobile apps</li> <li>Social media</li> <li>Etsy events</li> <li>Local community events</li> <li>Partner programs</li> </ul>	
<p><b>Cost Structure</b></p> <ul style="list-style-type: none"> <li>Platform development</li> <li>Employee salaries</li> <li>Marketing &amp; customer acquisition</li> <li>Local events</li> </ul>		<p><b>Revenue Streams</b></p> <ul style="list-style-type: none"> <li>Listing fee: \$0.20 per item</li> <li>Sales commission: 3.5% of sales revenue</li> <li>Advertisement revenue from featured shops</li> </ul>		