



LESSON CONTENT TEMPLATE

 <p>Erasmus+</p>	<p>Project funded by: Erasmus+ / Key Action 2 - Cooperation for innovation and the exchange of good practices, Knowledge Alliances.</p>
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Topic 2 lesson 3

Lesson 3 Key resources

Key resources describe what is necessary for the success of a business

Every company must have access to resources. The collection of the necessary resources significantly affects the success of a business or, conversely, their lack.



Key Resources

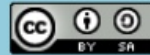
What Key Resources do our Value Propositions require?
Our Distribution Channels? Customer Relationships?
Revenue Streams?

TYPES OF RESOURCES

Physical
Intellectual (brand patents, copyrights, data)
Human
Financial



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The most important resources that a business needs to implement its business models are classified in four basic categories of key resources

- Materials. E.g. facilities, fixed equipment, points of sale
- Intangibles. E.g. brands, clientele, patents, reputation.
- Human.
- Money. Every business needs a fund to start and to work.