

THE BUSINESS MODEL CANVAS

DESIGNED FOR:

DESIGNED BY:

DATE:

ITERATION:



THE BUSINESS MODEL CANVAS

KEY PARTNERS



- Who are our key partners?
- Who are our key suppliers?
- Which key resources are we acquiring from partners?
- Which key activities do partners perform?

KEY ACTIVITIES



- What key activities do our Value Propositions Require?
- Our distribution channels?
- Customer relationships?
- Revenue streams?

VALUE PROPOSITIONS



- What value do we deliver to the customer?
- Which one of our customer's problems are we helping to solve?
- What bundles of products and services are we offering to each customer segment?
- Which customer needs are we satisfying?

CUSTOMER RELATIONSHIPS



- What type of relationship does each of our customer segments expect us to establish and maintain with them?
- Which ones have we established?
- How are they integrated with the rest of our business model?
- How costly are they?

CUSTOMER SEGMENTS



- For whom are we creating value?
- Who are our most important customers?

KEY RESOURCES



- What key resources do value propositions require?
- Our distribution channels?
- Customer relationships?
- Revenue streams?

CHANNELS



- Through which channels do our customer segments want to be reached?
- How are we reaching them now?
- How are our channels integrated?
- Which ones work best?
- Which ones are most cost-efficient?
- How are we integrating them with customer routines?

COST STRUCTURE



- What are the most important costs inherent in our business model?
- Which Key Resources are most expensive?
- Which key Activities are most expensive?

REVENUE STREAMS



- For what value are our customers really willing to pay?
- For what do they currently pay?
- How are they currently paying?
- How would they prefer to pay?
- How much does each revenue stream contribute to overall revenues?

