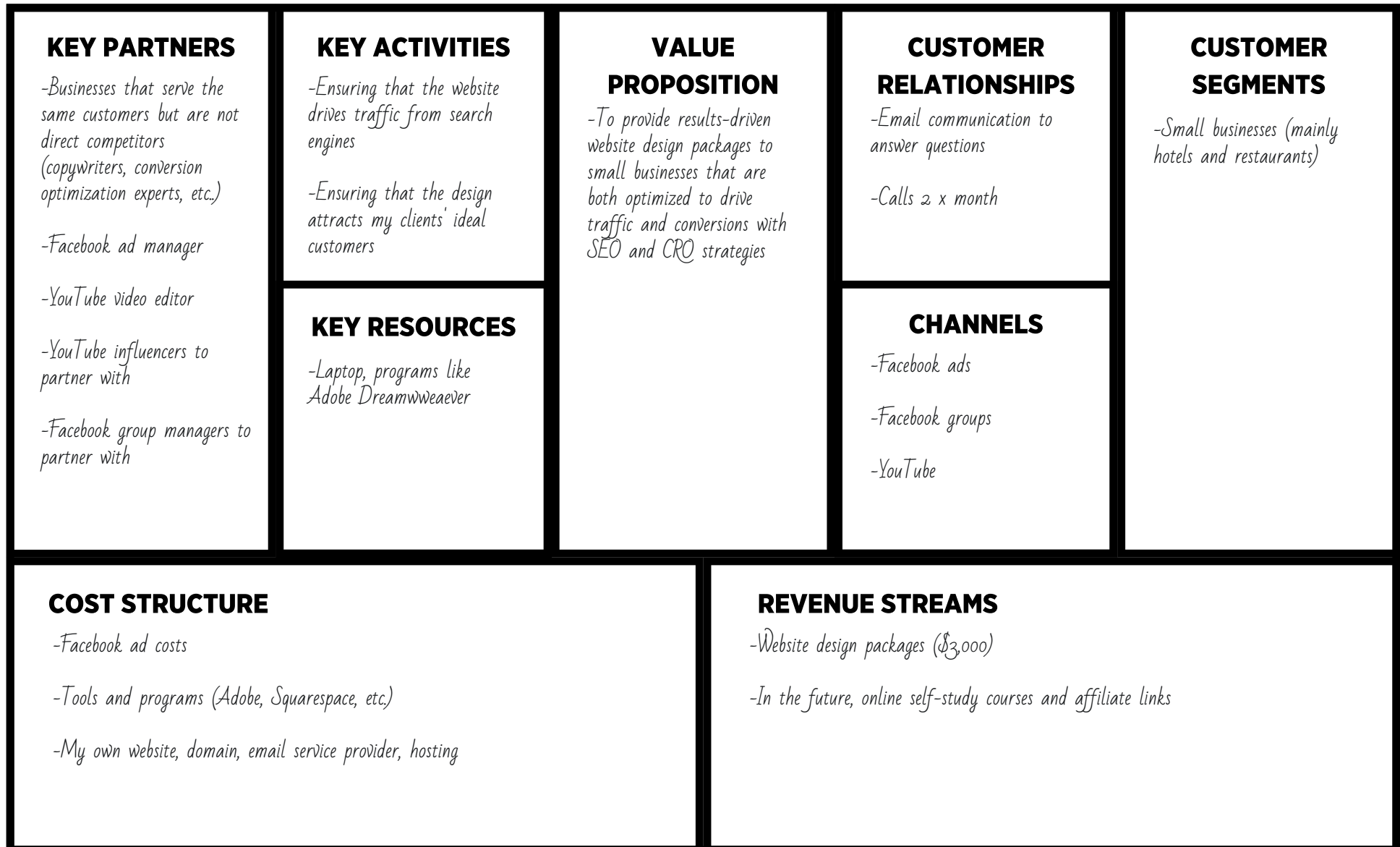


# BUSINESS MODEL CANVAS (EXAMPLE: SQUARESPACE WEBSITE DESIGNER)



# INSTRUCTIONS

## 1) VALUE PROPOSITION

What products and services do you sell? What problem do you help solve? What value are you providing to your customers?

## 2) CUSTOMER SEGMENTS

List your top three segments that drive the most revenue. For whom are we creating value? Who are our most important customers? (Niche.)

## 3) REVENUE STREAMS

List your top three revenue streams. This includes fixed pricing and different types of revenue streams, like subscription fees.

## 4) CHANNELS

How do you communicate with your customers? How do you deliver your value proposition?

## 5) CUSTOMER RELATIONSHIPS

What type of relationship does each customer segment expect? How do you maintain the relationship (self-service, communities, personal assistance, etc.)?

## 6) KEY ACTIVITIES

What do you do every day to run your business model?

## 7) KEY RESOURCES

The knowledge, people, money, and means you need to run your business.

## 8) KEY PARTNERS

What partners are essential to your business?

## 9) COST STRUCTURE

What are your top costs based on resources and activities?