BUSINESS MODEL CANVAS

KEY PARTNERS

WHO ARE YOUR KEY SUPPLIERS AND PARTNERS?

KEY ACTIVITIES

WHAT ARE YOUR KEY ACTIVITIES FOR EXECUTING YOUR VALUE PROPOSITION?

KEY RESOURCES

WHAT KEY RESOURCES DOES YOUR BUSINESS REQUIRE?

VALUE PROPOSITION

WHAT VALUE ARE YOU DELIVERING TO YOUR CUSTOMERS?

CUSTOMER RELATIONSHIPS

WHAT TYPE OF RELATIONSHIP DOES
EACH OF YOUR CUSTOMER
SEGMENTS EXPECT YOU TO
ESTABLISH AND MAINTAIN WITH
THEM?

CHANNELS

WHICH CHANNELS DO YOU USE TO REACH YOUR CUSTOMERS? WHICH ONES WORK BEST?

CUSTOMER SEGMENTS

WHO ARE YOUR MOST IMPORTANT CUSTOMERS?

COST STRUCTURE

WHAT ARE THE MOST IMPORTANT COSTS IN YOUR BUSINESS?

REVENUE STREAMS

WHAT ARE YOUR CUSTOMERS WILLING TO PAY? HOW MUCH DOES EACH REVENUE STREAM CONTRIBUTE TO OVERALL REVENUES?

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?