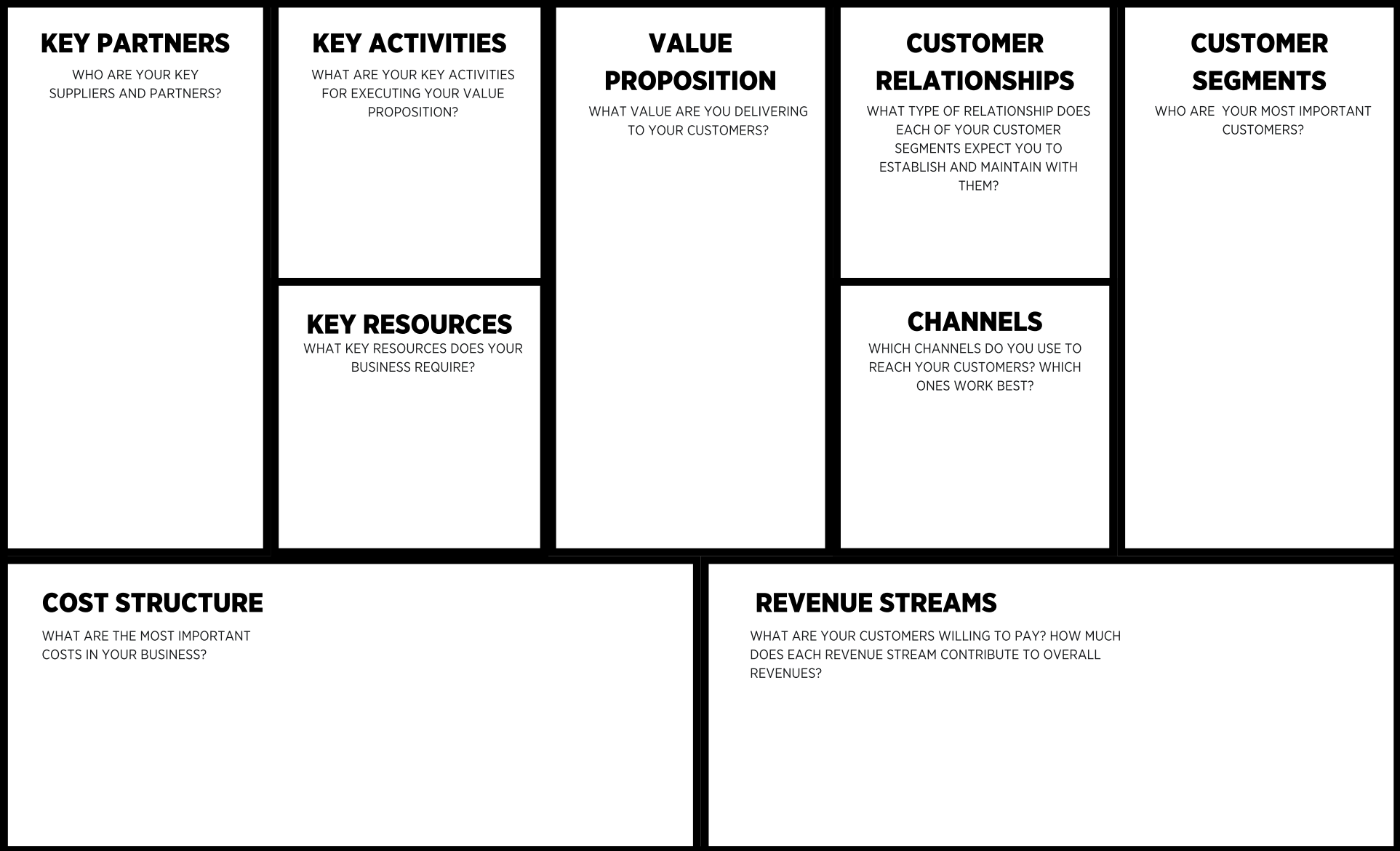


BUSINESS MODEL CANVAS



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?