

Business Model Canvas

A business model describes the rationale of how an organization creates, delivers, and captures value.

NINE BUILDING BLOCKS



Customer Segments. Defines the different groups of people or organizations an enterprise aims to reach and serve.



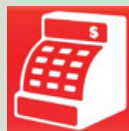
Value Proposition. Describes the bundles of products and services that create value for a specific customer segment.



Channels. Describes how a company communicates with and reaches its customer segments to deliver a value proposition.



Customer Relationships. Describes the types of relationships a company establishes with specific customer segments.



Revenue Streams. Represents the cash a company generates from each customer segment.



Key Resources. Describes the most important assets required to make a business model work.



Key Activities. Describe the most important things a company must do to make its business model work.



Key Partnerships. Describes the network of suppliers and partners that make the business model work.



Cost Structure. Describes all costs incurred to operate the business model.
