










The Business Model Canvas


Designed for:

Designed by:


Date:

Version:

<p>Key Partners </p> <p>Who are your key partners?</p> <p>What are their motivations for the partnership?</p> <p>What key activities do these partners perform?</p>	<p>Key Activities </p> <p>What key activities does your value proposition require?</p> <p>What activities are most important in distribution channels, customer relationships, etc.?</p> <hr/> <p>Key Resources </p> <p>What resources does your value proposition require?</p>	<p>Value Propositions </p> <p>What value do you bring to the customer?</p> <p>What needs are you satisfying?</p> <p>What sets you apart from the competition?</p>	<p>Customer Relationships </p> <p>What type of relationship does each of our customer segments expect us to establish with them?</p> <hr/> <p>Channels </p> <p>Through what channels do customer segments want to be reached?</p> <p>How are the channels integrated?</p> <p>Which ones cost the most?</p> <p>Which ones work the best?</p> <p>How are we integrating them with customer routines?</p>	<p>Customer Segments </p> <p>To whom are you creating value?</p>
<p>Cost Structure </p> <p>What are the most important costs inherent in our business model?</p> <p>Which key resources are expensive?</p> <p>Which key activities are most expensive?</p>		<p>Revenue Streams </p> <p>For what value are customers willing to pay? For what do they currently pay?</p> <p>How are they currently paying? How would they prefer to pay?</p> <p>How much does each revenue stream contribute to overall revenue?</p>		

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