BUSINESS MODEL CANVAS

KEY PARTNERS
Who are your key partners/suppliers?
Which key resources are we acquiring from partners?
Which key activities do partners perform?

KEY ACTIVITIES
What key activities does your value proposition require?
What activities are the most important for your distribution channels, customer relationships, revenue streams etc?
What key activities do you need to deliver your customer experience?

KEY RESOURCES
What key resources does your value proposition require?
What key resources do you need for distribution?
What key resources do you need for customer relationship management?

VALUE PROPOSITION
What core value do you deliver to your audience?
What bundles of product/services are we offering to each customer segment?
What jobs are our customers trying to complete?
What pains do they experience when trying to achieve their goals?
How does our product/service help them achieve their goals/relief pains?

CUSTOMER RELATIONSHIP
What relationship does the target audience expect you to establish and maintain with them?
Which ones have we established?
How costly are they?
How are they integrated with the rest of our business model?

CHANNELS
Through which channel does your audience want to be reached?
How are we reaching them now?
How are the channels integrated?
Which ones work best?
Which ones are the most cost efficient?
How are we integrating them with customer routines?

CUSTOMER SEGMENTS
Which groups of customers are you creating value for?
What are our most important customers?
Why?
What differentiates our customer segments?
What opportunities are there to reach new customers segments?

COST STRUCTURE
What are the most important costs?
Which Key Resources are the most expensive?
What can be changed from a fixed cost to a variable cost?

REVENUE STREAM(S)
For what value are customers really willing to pay?
For what do they currently pay?
How are they currently paying?
How much does each revenue stream contribute to the overall revenues?

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KEY PARTNERS	KEY ACTIVITIES	VALUE PROPOSITION	CUSTOMER RELATIONSHIP	CUSTOMER SEGMENTS
	KEY RESOURCES		CHANNELS	

COST STRUCTURE	REVENUE STREAM(S)

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