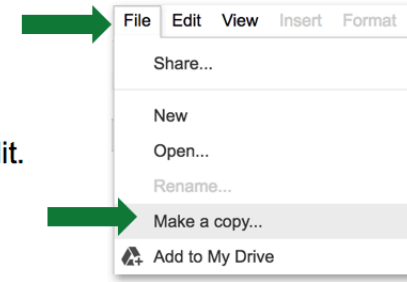


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# LEAN BUSINESS MODEL CANVAS TEMPLATE for Google Docs

Template begins on page 2.

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By filling out each section, you'll create a comprehensive overview of your business model, aiding in strategy development and decision making.



## KEY PARTNERSHIPS

List the essential business partnerships that support your operations, such as suppliers, distributors, or strategic alliances.



## KEY ACTIVITIES

Identify the main activities your business must undertake to deliver on its value proposition, like production, sales, or service delivery.



## KEY RESOURCES

Detail the crucial assets required to make your business model work, including physical, intellectual, human, and financial resources.



## VALUE PROPOSITIONS

Describe the unique value your product or service offers to customers, focusing on solving customer problems or meeting their needs.



## CUSTOMER RELATIONSHIPS

Outline the types of relationships you will establish and maintain with different customer segments, such as personalized support or automated services.



## CHANNELS

Specify the methods you will use to deliver your value proposition to customers, including marketing, distribution, and sales channels.



## CUSTOMER SEGMENTS

Define the specific groups of people or organizations your business targets, based on their needs, behaviors, and other characteristics.



## COST STRUCTURE

List the major costs involved in operating your business model, identifying fixed and variable expenses.



## REVENUE STREAMS

Identify how your business will earn money, specifying different revenue streams like direct sales, subscription fees, or advertising.

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