


The Business Model Canvas

Designed for:

Designed by:

Date:

Version:

<p>Key Partners </p> <p>Who are the Key Partners? Who are the Key Suppliers? Which Key Resources are we acquiring from partners? Which Key Activities do partners perform?</p>	<p>Key Activities </p> <p>What Key Activities do our Value Propositions require? Our Distribution Channels? Customer Relationships? Revenue Streams?</p>	<p>Value Propositions </p> <p>What value do we deliver to the customer? Which one of our customer's problems are we solving? What bundles of products and services are we offering to each Customer Segment? Which customer needs are we satisfying?</p>	<p>Customer Relationships </p> <p>What type of relationship does each of our Customer Segments expect? Which ones have we established? How are they integrated with the rest of our business? How costly are they?</p>	<p>Customer Segments </p> <p>For whom are we creating value? Who are our most important customers? Mass Market? Niche Market? Segmented? Diversified?</p>
	<p>Key Resources </p> <p>What Key Resources do our Value Propositions require? Our Distribution Channels? Customer Relationships? Revenue Streams?</p>		<p>Channels </p> <p>Through which Channels do our customers want to be reached? How are we reaching them now? How are our channels integrated? Which ones work best? Which are most cost efficient?</p>	
<p>Cost Structure </p> <p>What are the most important costs inherent in our business model? Which Key Resources are most expensive? Which Key Activities are most expensive?</p>			<p>Revenue Streams </p> <p>For what value are our customers really willing to pay? For what do they currently pay? How are they currently paying How would they prefer to pay?</p>	



This work is licensed under the Creative Commons Attribution-Share Alike 3.0 Unported License. To view a copy of this license, visit: <http://creativecommons.org/licenses/by-sa/3.0/> or send a letter to Creative Commons, 171 Second Street, Suite 300, San Francisco, California, 94105, USA.

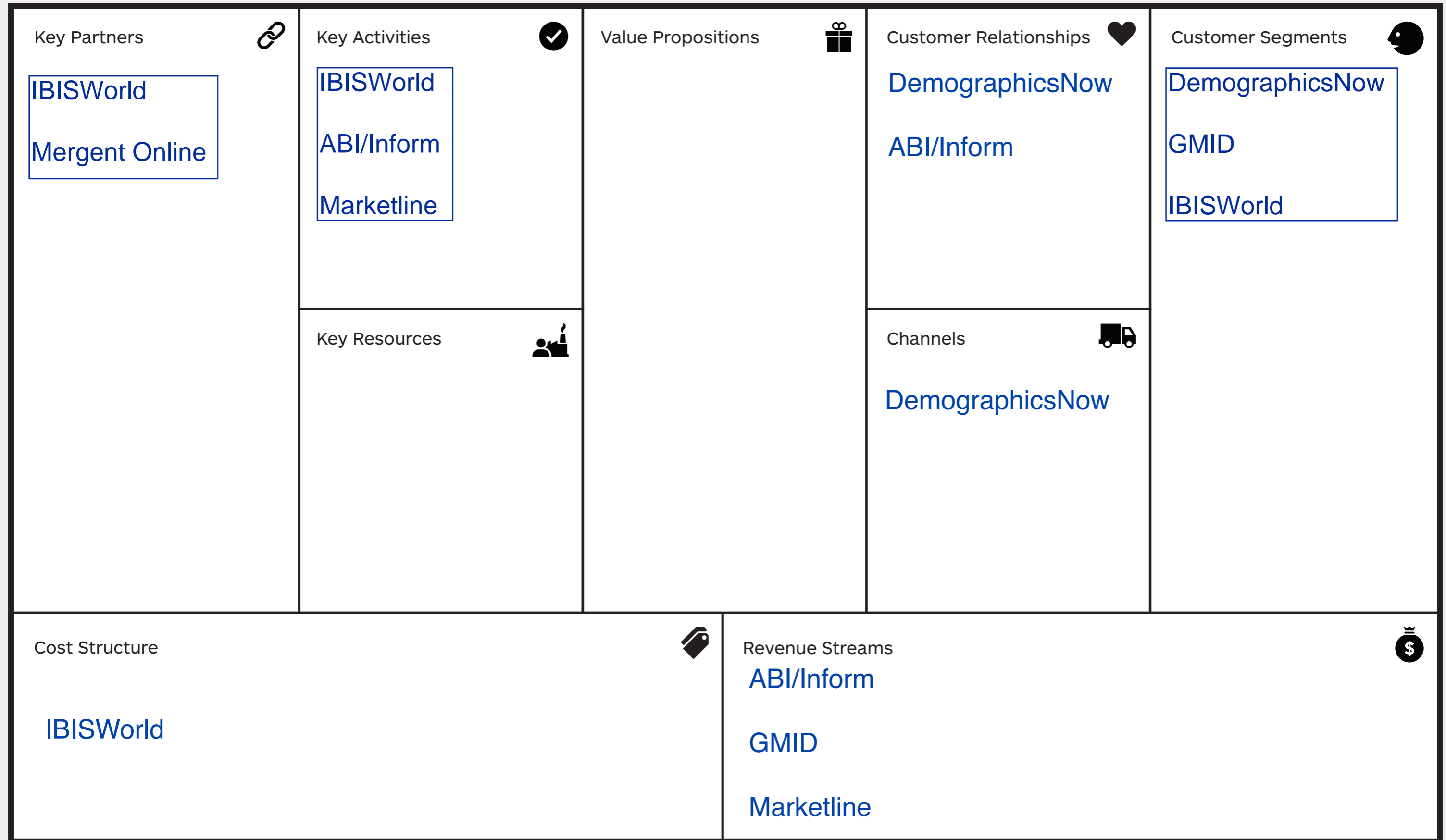
The Business Model Canvas

Designed for:

Designed by:

Date:

Version:



This work is licensed under the Creative Commons Attribution-Share Alike 3.0 Unported License. To view a copy of this license, visit: <http://creativecommons.org/licenses/by-sa/3.0/> or send a letter to Creative Commons, 171 Second Street, Suite 300, San Francisco, California, 94105, USA.