

# The Business Model Canvas

Designed for:

Designed by:

Date:

Version:

<div><b>Key Partners</b></div> <div>Who are our Key Partners? Which Key Partners help us reduce risk and acquire resources? Which Key Partners are we acquiring from partners? Which Key Partners do partners perform?</div>	<div><b>Key Activities</b></div> <div>What Key Activities do our Value Propositions require? Which Key Activities are most important to our business model? Customer Relationships? Revenue Streams?</div>	<div><b>Value Propositions</b></div> <div>What value do we deliver to the customer? Which customer problems are we helping to solve? What bundles of products and services are we offering to each Customer Segment? Which customer needs are we satisfying?</div>	<div><b>Customer Relationships</b></div> <div>What type of relationship does each of our Customer Segments expect us to establish and maintain with them? Which ones have we established? How are they integrated with the rest of our business model? How costly are they?</div>	<div><b>Customer Segments</b></div> <div>For whom are we creating value? Who are our most important customers? Mass Market Niche Market Segmented Diversified Multi-sided Platform</div>
<div><b>Key Resources</b></div> <div>What Key Resources do our Value Propositions require? Which Key Resources are most important to our business model? Customer Relationships? Revenue Streams?</div>	<div><b>Channels</b></div> <div>Through which Channels do our Customer Segments want to be reached? How are we reaching them now? How are our Channels integrated? Which ones work best? Which ones are most cost-efficient? How are we integrating them with customer routines?</div>	<div><b>Revenue Streams</b></div> <div>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? How much does each Revenue Stream contribute to overall revenues?</div>	<div><b>Cost Structure</b></div> <div>What are the most important costs inherent in our business model? Which Key Resources are most expensive? Which Key Activities are most expensive?</div>	<div><b>Cost Structure</b></div> <div>What are the most important costs inherent in our business model? Which Key Resources are most expensive? Which Key Activities are most expensive?</div>