Business Model Canvas

Customer Segments

- For whom are we creating value?
- Who are our most important customers?

1

Value Propositions

- What value do we deliver?
- What customer needs are we satisfying/ problems are we solving?
- What do we offer to each customer segment?

2

Channels

- How do our customers want to be reached?
- How are they being reached now?
- What works best?
- What is most cost efficient?

3

Customer Relationships

- What type of relationship does each of our customer segments expect from us?
- How do we maintain these relationships?

4

Revenue Streams

- What are our customers willing to pay? What do they currently pay?
- How would they prefer to pay? How are they currently paying?
- How much does each revenue stream contribute to overall revenues?

5

Key Resources

- What do we require to deliver our value propositions? Our distribution channels? Customer relationships? Revenue streams?

6

Key Activities

- What do we need to do to deliver our value propositions? Our distribution channels? Customer relationships? Revenue streams?

7

Key Partners

- Who are our key partners?
- Who are our key suppliers?
- What resources do they provide?
- What activities do they perform?

8

Cost Structure

- What are the most important, unavoidable costs to our business model?
- Which key resources are the most expensive?
- Which key activities are the most expensive?

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