The Business Model Canvas

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Key Partners

Who are our key partners? Who are our key suppliers? Which key resources are we acquiring from partners? Which key activities do partners perform?

Key Activites

What key activities do our value pOur distribution channels?Customer relationships?Revenue streams?

Key Resources

What key resources do our valueOur distribution channels?Customer relationships?Revenue streams?

Cost Structure

What are the most important costs inherent in our business model? Which key resources are most expensive? Which key activities are most expensive?

Solve & *Evolve*[™]

| oropositions require? | Value Propositions What value do we deliver to the Which one of our customers solve? What bundles of products are to each customer segment? Which customer needs are w | ' problems are we helping to nd services are we offering | Custome What type segments them? Which one How are th model? How costl |
|-------------------------|---|---|---|
| e propositions require? | | | Channels Through w want to be How are w How are o Which one How are w |
| | | Revenue Streams For what value are our custor For what do they currently payin How are they currently payin How would they prefer to pay How much does each revent | ay? g? y? |

| e of relationship does each of our customer is expect us to establish and maintain with hes have we established they integrated with the rest of our business tly are they? | \bigcirc | Customer SegmentsFor whom are we creating value?Who are our most important customers? |
|---|------------|---|
| Is which channels do our customer segments be reached? we reaching them now? our channels integrated? nes work best? nes are cost-efficient? we integrating them with customer routines? | Ð | |

willing to pay?

ontribute to overall revenues?



