

BUSINESS MODEL CANVAS

COMPANY

DATE

VERSION

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?



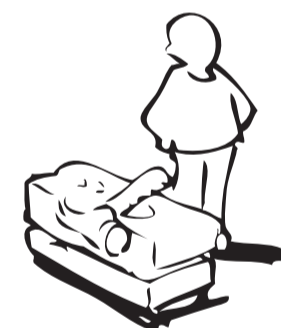
KEY ACTIVITIES

- What Key Activities do our Value Propositions require?
- Our Distribution Channels?
- Customer Relationships?
- Revenue streams?



KEY RESOURCES

- What Key Resources do our Value Propositions require? Our Distribution Channels? Customer Relationships? Revenue Streams?



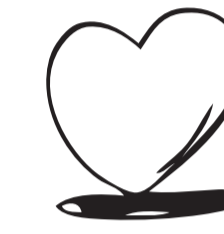
VALUE PROPOSITIONS

- What value do we deliver to the customer?
- Which one of our customer's 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?



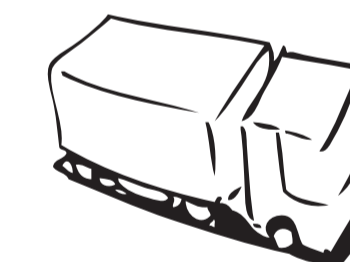
CUSTOMER RELATIONSHIPS

- 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?



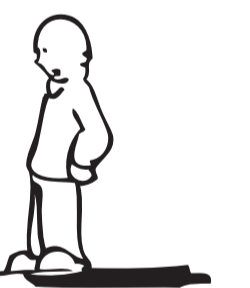
CHANNELS

- 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?



CUSTOMER SEGMENTS

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



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?



REVENUE STREAMS

- 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?

