

# BUSINESS MODEL CANVAS

Designed For:

Designed By:

Date:

Version:

## KEY PARTNERS

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

## KEY ACTIVITIES

What key activities do our value propositions require?  
What about distribution channels?  
Customer relationships?  
Revenue streams?

## KEY RESOURCES

What key resources do our value propositions require?  
What about our distribution channels? Customer relationships?  
Revenue streams?

## VALUE PROPOSITIONS

What value do we deliver to customers?  
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 RELATIONSHIP

What type of relationship do our customer expect us to establish and maintain with them?  
How are they integrated with the rest of our business model?  
How costly are they?

## CHANNELS

Which channels or customer segments do you want to reach?  
How are our channels integrated? Which ones are the 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 essential resources are the most expensive?  
Which key activities are the most expensive?

## REVENUE STREAM

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 the overall revenues?

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KEY PARTNERS



KEY ACTIVITIES



VALUE PROPOSITIONS



CUSTOMER RELATIONSHIP



CUSTOMER SEGMENTS



KEY RESOURCES



CHANNELS



COST STRUCTURE



REVENUE STREAM