








The Business Model Canvas

Business

Date

<p>Key Partners </p> <p>Key partners? Key suppliers? Resources come from partners? Activities partners perform?</p>	<p>Key Activities </p> <p>For our value propositions? For our distribution channels? For our customer relationships? For our revenue streams?</p>	<p>Value Propositions </p> <p>Value delivered to customer? Customer problems solved? Products/services to each segment? Customer needs satisfied?</p>	<p>Customer Relationships </p> <p>Relationship each segment expects? Relationships established? How integrated with business model? How costly?</p>	<p>Customer Segments </p> <p>Creating value for whom? Most important customers?</p>
<p>Cost Structure</p> <p>Key costs inherent in business model? Key resources most expensive? Key activities most expensive?</p>	<p>Key Resources </p> <p>Needed for value propositions? For distribution channels? For customer relationships? For revenue streams?</p>		<p>Channels </p> <p>Preferred by each segment? How reaching segments now? Channels integrated? Work best? Most cost efficient? How integrating with customr routines?</p>	