










The Business Model Canvas

Designed for:

Designed by:

Date:

Version:

<p>Key Partners </p> <p>Who are the key partners and suppliers we need to perform key activities and acquire key resources</p> <p>mentors, manufacturers, suppliers, business partners, etc.</p>	<p>Key Activities </p> <p>What are the most important things we need to do to make the business model work</p> <p>Operations, marketing, production, problem solving and administration</p>	<p>Value Propositions </p> <p>What problems are you solving for your customer?</p> <p>How does your product or service creates gains or alleviate pains</p> <p>Tip: Think about benefits about your product over features</p>	<p>Customer Relationships </p> <p>How do you attract, keep and retain customers</p>	<p>Customer Segments </p> <p>Who are you creating value for?</p> <p>What problems do they need solved</p>
<p>Key Resources </p> <p>What are the most important assets required to make this work?</p> <ul style="list-style-type: none"> • Physical • intellectual • human • financial 		<p>Channels </p> <p>What are the best ways to reach your customer through each channel stage</p> <ol style="list-style-type: none"> Awareness evaluation purchase delivery after sales 		
<p>Cost Structure </p> <p>What are the costs to START or CHANGE</p> <p>What are the operating costs</p> <p>What are your Cost of Goods/Services Sold</p>			<p>Revenue Streams </p> <p>How do you make money from each customer segment</p> <p>What are the pricing tactics</p> <p>Are there alternative revenue models to consider?</p>	



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