

# The Business Model Canvas

Designed for:

Designed by:

Date:

Version:

<p><b>Key Partners</b> </p> <p><i>Who are your Key Partners and suppliers to make this business model work? What Key Resources are you acquiring from them? What Key Activities do they perform?</i></p> <p style="text-align: right;">6</p>	<p><b>Key Activities</b> </p> <p><i>What are the most important things you need to do for the business to make the business model work? What do you need to become an expert at?</i></p>	<p><b>Value Propositions</b> </p> <p><i>What product or service are you building, and for who? It's not about your idea or product, it's about solving a problem or a need for a customer. What "pain" are you solving, or "gain" are you creating?</i></p>	<p><b>Customer Relationships</b> </p> <p><i>How do you get customers? How do you keep them? How do you grow them? Once you have customers, what can you do to get them to spend more money, or use your product even more?</i></p> <p style="text-align: right;">4</p>	<p><b>Customer Segments</b> </p> <p><i>Who are your customers? Why would they buy your product/service? Based on geographic characteristics, social characteristics, and demographics, what is the persona of your customer(s)?</i></p>
<p style="text-align: right;">8</p>	<p><b>Key Resources</b> </p> <p><i>What are the important assets required to make the business model work? Financial? Physical? Intellectual? Human?</i></p> <p style="text-align: right;">7</p>	<p style="text-align: right;">2</p>	<p><b>Channels</b> </p> <p><i>How does your product get to your customers? How will you be selling and distributing your product? Will you be using physical (store) or virtual (online) channels?</i></p> <p style="text-align: right;">3</p>	<p style="text-align: right;">1</p>
<p><b>Cost Structure</b> </p> <p><i>What are the costs and expenses to operate the business model? What are the most important costs? What are the most expensive resources? What Key Activities are the most expensive?</i></p> <p style="text-align: right;">9</p>		<p><b>Revenue Streams</b> </p> <p><i>How do you actually make money from your product/service being sold to your customers? What value is the customer paying for? How am I going to capture that value?</i></p> <p style="text-align: right;">5</p>		



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