

The Business Model Canvas

Designed for:

Designed by:

Out: _____
 Iteration: _____



Key Partners

Who are our Key Partners?
 Which Key Activities are we requiring from partners?
 Which Key Resources do partners perform?
KEY PARTNERS ARE ACTIVITIES
 Redirection of channels or priority
 Redirection of channels or priority
 Redirection of channels or priority

Key Activities

What Key Activities do our Value Propositions require?
 Our Key Activities are:
 Customer Relationships?
 Revenue Streams?
KEY ACTIVITIES ARE
 Production
 Production
 Production

Value Propositions

What value do we deliver to the customer?
 How are we helping to solve?
 What bundles of products and services are we offering to each Customer Segment?
 Which customer needs are we satisfying?
VALUE PROPOSITIONS
 Performance
 Quality
 Price
 Risk Reduction
 Convenience
 Customization



Customer Relationships

What type of relationship does each of our Customer Segments want to have with us?
 Which ones have we established?
 How are they integrated with the rest of our business model?
 How costly are they?
KEY RELATIONSHIPS
 Self-Service
 Personalized
 Automated
 Community

Customer Segments

For whom are we creating value?
 Who are our most important Customers?
 How are they different from other segments?
 How do we reach them?
KEY CUSTOMER SEGMENTS
 Segments
 Segments
 Segments



Key Resources

What Key Resources do our Value Propositions require?
 Our Key Resources are:
 Channels?
 Revenue Streams?
KEY RESOURCES
 Intellectual Property
 Financial
 Physical



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?
KEY CHANNELS
 Direct
 Indirect
 Partners
 Intermediaries
 Resellers
 Agents
 Affiliates
 Other



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?
KEY REVENUE STREAMS
 Transaction Fee
 Subscription Fee
 Advertising Fee
 Commission
 License
 Royalty
 Other

Cost Structure

What are the most important costs in your business model?
 Which Key Resources are most expensive?
 Which Key Activities are most expensive?
KEY COST STRUCTURE
 Variable Costs
 Fixed Costs
 Semi-Variable Costs
 Overhead Costs
 Other