# The Business Model Canvas

Designed for:

Designed by:

Iteration:

## **Key Partners**

Which Key Activities do partners perform?

Who are our key suppliers?
Which Key Resources are we acquiring from partners?

Who are our Key Partners?



## Key Activities



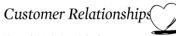
What Key Activities do our Value Propositions require? Our Distribution Channels? Customer Relationships? Revenue streams?



## Value Propositions



What value do we deliver to the customer?
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?



What type of relationship does each of our Customer Segments expect us to establish and maintain with them? How are they integrated with the rest of our business model? How costly are they?





For whom are we creating value?

Who are our most important customers?

### **Key Resources**



What Key Resources do our Value Propositions require? Our Distribution Channels? Customer Relationships? Revenue Streams?



#### 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?

#### Cost Structure





#### 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?







