The Business Model Canvas

Key Partners

Key partners?
Key suppliers?
Resources come from partners?
Activities partners perform?

Key Activities

For our value propositions?
For our distribution channels?
For our customer relationships?
For our revenue steams?

Key Resources

Needed for value propostions?
For distribution channels?
For customer relationships?
For revenue streams?

Value Propositions

Value delivered to customer?
Customer problems solved?
Products/services to each segment?
Customer needs satisfied?

Customer Relationships

Relationship each segment expects?
Relationships established?
How integrated with business model?
How costly?

Channels

Preferred by each segment?
How reaching segments now?
Channels integrated?
Work best? Most cost efficient?
How integrating with customr routines?

Customer Segments

Creating value for whom?
Most important customers?

Cost Structure

Key costs inherent in business model?
Key resources most expensive?
Key activities most expensive?

Revenue Streams

For what value are customers willing to pay?
For what do they currently pay? How are they paying?
How would they prefer to pay?
How much contribution from each revenue stream?