









Vision/
Problem

<p>Key Partners </p> <p>Key partners? Key suppliers? Resources come from partners? Activities partners perform?</p>	<p>Key Activities </p> <p>For our value propositions? For our distribution channels? For our customer relationships? For our revenue streams?</p>	<p>Value Propositions </p> <p>Value delivered to customer? Customer problems solved? Products/services to each segment? Customer needs satisfied?</p>	<p>Customer Relationships </p> <p>Relationship each segment expects? Relationships established? How integrated with business model? How costly?</p>	<p>Customer Segments </p> <p>Creating value for whom? Most important customers?</p>
<p>Cost Structure</p> <p>Key costs inherent in business model? Key resources most expensive? Key activities most expensive?</p>	<p>Key Resources </p> <p>Needed for value propositions? For distribution channels? For customer relationships? For revenue streams?</p>	<p>Channels </p> <p>Preferred by each segment? How reaching segments now? Channels integrated? Work best? Most cost efficient? How integrating with customer routines?</p>	<p>Revenue Streams </p> <p>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?</p>	<p>Revenue Streams</p>