









<p><b><u>Key Partners</u></b> </p> <ul style="list-style-type: none"> <li>• Who are our key partners?</li> <li>• Who are our key suppliers?</li> <li>• Which key resources are we acquiring from our partners?</li> <li>• Which key activities do partners perform?</li> </ul>	<p><b><u>Key Activities</u></b> </p> <ul style="list-style-type: none"> <li>• What key activities do our value propositions require?</li> <li>• What are our distribution channels?</li> <li>• Customer relationships?</li> <li>• Revenue Streams?</li> </ul>	<p><b><u>Value Propositions</u></b> </p> <ul style="list-style-type: none"> <li>• What value do we deliver to the customer?</li> <li>• Which one of our customers' problems are we helping to solve?</li> <li>• What bundles of products and services are we offering to each segment?</li> <li>• Which customer needs are we satisfying?</li> <li>• What is the minimum viable product?</li> </ul>	<p><b><u>Customer Relationships</u></b> </p> <ul style="list-style-type: none"> <li>• How do we get, keep and grow customers?</li> <li>• Which customer relationships have we established? How are they integrated with the rest of our business model? How costly are they?</li> </ul>	<p><b><u>Customer Segments</u></b> </p> <ul style="list-style-type: none"> <li>• For whom are we creating value?</li> <li>• Who are our most important customers?</li> <li>• What are the customer archetypes?</li> </ul>
<p><b><u>Key Resources</u></b> </p> <ul style="list-style-type: none"> <li>• What key resources do our value propositions require?</li> <li>• Our distribution channels? Customer Relationships?</li> <li>• Revenue Streams?</li> </ul>		<p><b><u>Channels</u></b></p> <ul style="list-style-type: none"> <li>• Through which channels do our customer segments want to be reached?</li> <li>• How do other companies reach them now?</li> <li>• Which ones work best?</li> <li>• Which ones are cost efficient?</li> <li>• How are we integrating them with customer routines</li> </ul>		
<p><b><u>Cost Structure</u></b> </p> <ul style="list-style-type: none"> <li>• What are the most important costs inherent to our business model?</li> <li>• Which key resources are the most expensive?</li> <li>• Which key activities are the most expensive</li> </ul>		<p><b><u>Revenue Streams</u></b> </p> <ul style="list-style-type: none"> <li>• For what value are our customers really willing to pay?</li> <li>• For what do they currently pay?</li> <li>• What is the revenue model?</li> <li>• What are the pricing tactics?</li> </ul>		