Business Model Canvas*



Key Partners

- Who are our key partners?
- Who are our key suppliers?
- Which key resources are we acquiring from our partners?
- · Which key activities do partners perform?

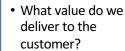
Key Activities

- Key Activities our value propositions require?
- What are our distribution channels?
- Customer relationships?
- Revenue Streams?

Key Resources

- What kev resources do our value propositions require?
- Our distribution channels? Customer Relationships?
- Revenue Streams?

Value Propositions



- Which one of our customers' problems are we helping to solve?
- What bundles of products and services are we offering to each segment?
- Which customer needs are we satisfying?
- What is the minimum viable product?

Customer Relationships



- How do we get, keep and grow customers?
- Which customer relationships have we established? How are they integrated with the rest of our business model? How costly are they?

Channels

- Through which channels do our customer segments want to be reached?
- How do other companies reach them now?
- Which ones work best?
- · Which ones are cost efficient?
- How are we integrating them with customer routines

Customer Segments

- For whom are we creating value?
- · Who are our most important customers?
- · What are the customer archetypes?

Cost Structure

- What are the most important costs inherent to our business model?
- Which key resources are the most expensive?
- Which key activities are the most expensive



Revenue Streams

- For what value are our customers really willing to pay?
- For what do they currently pay?
- What is the revenue model?
- What are the pricing tactics?

