

The Business Model Canvas

Company Name:

Date:

<p>Key Partners</p> <ul style="list-style-type: none"> • Who are our Key Partners? • Who are our key suppliers? • Which Key Resources are we acquiring from partners? • Which Key Activities do partners perform for us? <p>Answers:</p>	<p>Key Activities</p> <ul style="list-style-type: none"> • What Key Activities do our Value Propositions require? • Our Distribution Channels? • Customer Relationships? • Revenue Streams? <p>Answers:</p>	<p>Value Proposition</p> <ul style="list-style-type: none"> • What value do we deliver to the customer? • Which customer problems are we helping to solve? • Which job are we helping the customer get done? • Which customer needs are we satisfying? • What bundles of products and services are we offering to each Customer Segment? <p>Answers:</p>	<p>Customer Relationships</p> <ul style="list-style-type: none"> • What type of relationship does each of our Customer Segments expect us to establish and maintain with them? • How costly are these relationships? • How are they integrated with the rest of our business model? <p>Answers:</p>	<p>Customer Segments</p> <ul style="list-style-type: none"> • For whom are we creating value? • Who are our most important customers? <p>Answers:</p>
<p>Key Resources</p> <ul style="list-style-type: none"> • What Key Resources do our Value Propositions require? • Our Distribution Channels? • Customer Relationships? • Revenue Streams? <p>Answers:</p>		<p>Channels</p> <ul style="list-style-type: none"> • 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 Channels are the most cost-efficient? • How are we integrating our Channels with customer routines? <p>Answers:</p>		
<p>Cost Structure</p> <ul style="list-style-type: none"> • What are the most important costs inherent in our business model? • Which Key Resources are most expensive? • Which Key Activities are most expensive? <p>Answers:</p>		<p>Revenue Streams</p> <ul style="list-style-type: none"> • For what value are our customers truly willing to pay? • How do customers prefer to pay? • How much does each Revenue Stream contribute to overall revenues? <p>Answers:</p>		