Top of Form

*Date:*

MM/DD/YY

*Team or Company Name:*

COMPANY NAME

The Business Model Canvas

Bottom of Form

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| *Key Resources** What Key Resources do our Value Propositions require?
* Our Distribution Channels? Customer Relationships?
* Revenue Streams?

8 | *Key Activities** What Key Activities do our Value Propositions require?
* Our Distribution Channels?
* Customer Relationships?
* Revenue streams?

7 | *Value Proposition** What value do we deliver to the customer?
* Which one of our customer’s problems are we helping to solve?
* What bundles of products and services are we offering to each Customer Segment?
* Which customer needs are we satisfying?

2 | *Channels** 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 ones are most cost-efficient?
* How are we integrating them with customer routines?
 | *Customer Segments* * For whom are we creating value?
* Who are our most important customers?

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| *Key Partners** Who are our Key Partners?
* Who are our Key Suppliers?
* Which Key Resources are we acquiring from partners?
* Which Key Activities do partners perform?

 6 | *Customer Relationships** What type of relationship does each of our Customer
* Segments expect us to establish and maintain with them?
* Which ones have we established?
* How are they integrated with the rest of our business model?
* How costly are they?
 |
| *Cost Structure** What are the most important costs inherent in our business model?
* Which Key Resources are most expensive?
* Which Key Activities are most expensive?

9 | *Revenue Streams** For what value are our customers really willing to pay?
* For what do they currently pay?
* How are they currently paying?
* How would they prefer to pay?
* How much does each Revenue Stream contribute to overall revenues?

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*Sources:*

[*www.businessmodelgeneration.com*](http://www.businessmodelgeneration.com)

*www.business-exploration.com*