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?   1 |
| *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?   5 | | |

*Sources:*

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

*www.business-exploration.com*