

# THE BUSINESS MODEL CANVAS

## KEY PARTNERS

Who are our key partners?

## KEY ACTIVITIES

What key activities do our value propositions require?

## VALUE PROPOSITIONS

What value do we deliver to the customer?

## CUSTOMER RELATIONSHIPS

what type of relationship does each of our customer segments expect us to establish and maintain with them?

## CUSTOMER SEGMENTS

For whom are we creating value?

## KEY RESOURCES

What Key resources do our value propositions require?

## CHANNELS

through which channels do our customer segments want to be reached?

## COST STRUCTURE

What are the most important costs inherent in our business model?

## REVENUE STREAMS

For what value are our customers really willing to pay?