

# The Business Model Canvas

Designed for:

Designed by:

On:  /  /

Iteration:  /

## Key Partners



Who are our key partners?  
 Which key resources do they supply?  
 Which Key Resources do we acquire from partners?  
 Which Key Activities do partners perform?

CONTRIBUTIONS AND BENEFITS  
 What do our key partners contribute to our business?  
 What do we contribute to our key partners?  
 What are the risks of our key partners?  
 What are the risks of our key partners?

## Key Activities



What Key Activities do our Value Propositions require?  
 Which Key Activities do our Channels require?  
 Which Key Activities do our Customer Relationships require?  
 Which Key Activities do our Revenue Streams require?

CONTRIBUTIONS AND BENEFITS  
 What do our key activities contribute to our business?  
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 What are the risks of our key activities?

## Key Resources



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

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## Value Propositions



What value do we deliver to the customer?  
 What are the customer's pain points we are helping to solve?  
 What are the customer's gains we are helping to create?  
 Which customer needs are we satisfying?

CONTRIBUTIONS AND BENEFITS  
 What do our value propositions contribute to our business?  
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 What are the risks of our value propositions?

## Customer Relationships



What type of relationship does each of our Customer Segments expect to establish with them?  
 How are they integrated with the rest of our business model?  
 How costly are they?

CONTRIBUTIONS AND BENEFITS  
 What do our customer relationships contribute to our business?  
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 What are the risks of our customer relationships?

## Channels



Through which Channels do our Customer Segments want to be reached?  
 How are we reaching them now?  
 How do we reach them best?  
 Which ones are most cost-efficient?  
 How are we integrating them with customer routines?

CONTRIBUTIONS AND BENEFITS  
 What do our channels contribute to our business?  
 What do we contribute to our channels?  
 What are the risks of our channels?  
 What are the risks of our channels?

## Customer Segments



For whom are we creating value?  
 Who are our most important customers?  
 How do we reach them?  
 How do we reach them best?  
 How do we reach them best?

CONTRIBUTIONS AND BENEFITS  
 What do our customer segments contribute to our business?  
 What do we contribute to our customer segments?  
 What are the risks of our customer segments?  
 What are the risks of our customer segments?

## 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?

CONTRIBUTIONS AND BENEFITS  
 What do our cost structures contribute to our business?  
 What do we contribute to our cost structures?  
 What are the risks of our cost structures?  
 What are the risks of our cost structures?

## Revenue Streams

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

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 What do our revenue streams contribute to our business?  
 What do we contribute to our revenue streams?  
 What are the risks of our revenue streams?  
 What are the risks of our revenue streams?

