

Business model canvas

Created:

Last modified:

Key partners
*Who are your key partners/suppliers?
What are the motivations for the partnerships?*

Key activities
*What key activities does your value proposition require?
What activities are important the most in distribution channels, customer relationships, revenue stream...?*

Value propositions
What core value do you deliver to the customer? Which customer needs are you satisfying?

Customer relations
*What relationship that the target customer expects you to establish?
How can you integrate that into your business in terms of cost and format?*

Customer segments
*Which classes are you creating values for?
Who is your most important customer?*

Key resources
The resources that are necessary to create value for the customer. They are considered an asset to a company, which are needed in order to sustain and support the business. These resources could be human, financial, physical and intellectual.

Marketing channels
*Through which channels that your customers want to be reached?
Which channels work best? How much do they cost? How can they be integrated into your and your customers' routines?*

Revenue stream
*For what value are your customers willing to pay?
What and how do they recently pay? How would they prefer to pay?
How much does every revenue stream contribute to the overall revenues?*

Cost structure
*What are the most cost in your business?
Which key resources/ activities are most expensive?*

Revenue stream
*For what value are your customers willing to pay?
What and how do they recently pay? How would they prefer to pay?
How much does every revenue stream contribute to the overall revenues?*