

Business Model Canvas

Company: Key partnerships Key activities Value propositions Customer Customer segments relationships Channels Key resources Revenue streams Cost structure



Business Model Canvas

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Key partnerships

- Who are our partners?
- Who are our suppliers?
- Which future partners do we need?

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Key activities

Key resources

What key resources do we

What key resources do we

need to fulfill the value

propositions?

have?

 Which key activities do we have to do to deliver the value propositions?



Value propositions

- How do we provide value to customers?
- Which problems do we solve for customers and how do we do it?
- Which customer needs are we satisfying?



Customer relationships

Company:

- What type of relationship do we have with our customers?
- How do we maintain the relationship with our customer segments over time?



Customer segments

- Who do we create value for?
- Who are our most important customers?



Channels

 Through which channels do we reach our customers?



Cost structure

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



Revenue streams

- What do customers pay for today?
- How are they currently paying?