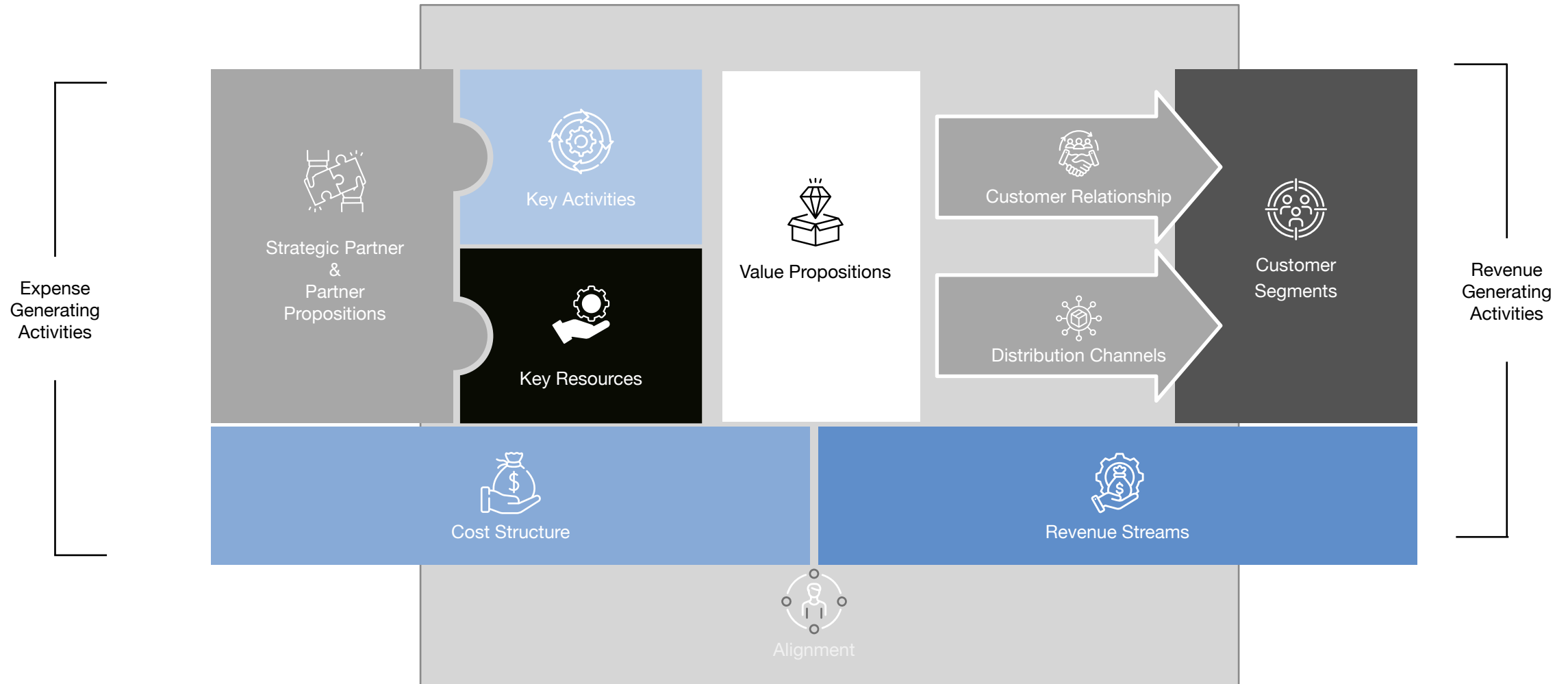


# Business Model Canvas: Your Business Building Blocks



# Value Propositions

- 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?

## Notes:

# Key Activities

- What Key Activities do our Value Propositions require?
- Our Distribution Channels?
- Customer Relationships?
- Revenue streams?

## Notes:

# 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?

## **motivations for partnerships:**

Optimization and economy

Reduction of risk and uncertainty

Acquisition of particular resources and activities

## Notes:

# Customer Segments

- For whom are we creating value?
- Who are our most important customers?
- Business to Business (B2B)
- Business to Consumer (B2C)
- Mass Market
- Niche Market
- Segmented
- Diversified
- Multi-sided Platform

## Notes:

# Customer Relationships

- Who are your customers? Business to Business (B2B), Business to Consumer (B2C) or both?
- What type of relationship does each of our Customer Segments expect us to establish and maintain with them?
- How do you get, maintain, and grow your customer base?
- Which ones have we established?
- How are they integrated with the rest of our business model?
- How costly are they?

## Notes:

# Key Resources

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

## Notes:

# 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?

## Notes:



# Cost Structure

- What are the most important costs inherent in our business model?
- What's the daily, weekly, monthly, yearly cost to operate?
- Which Key Resources are most expensive?
- Which Key Activities are most expensive?

Describes all costs incurred to operate a business model.

## Notes:

# Revenue Streams

- How will the business make money?  
Which of your key activities is the lead product, core product and high value product?
- 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

Represents the cash a company generates from each Customer

Segment (costs must be subtracted from revenues to create earnings).

## Notes:

# Alignment

- Does your partnerships, activities, channels and the other elements of your business model align to your vision, core values, ethics and purpose?

## Notes: