|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Business Model Canvas** | | | Designed for: | |
| Designed by: | |
|  |  |  |  |  |
| **KEY PARTNERS** | **KEY ACTIVITIES** | **VALUE PROPOSITIONS** | **CUSTOMER RELATIONSHIPS** | **CUSTOMER SEGMENTS** |
| Who are your partners? Who are your key suppliers? | What key activities does your value proposition require? Distribution channels?  Customer Relationships? | Answer the following questions . . .  What value do we deliver to customer?  What problem are we solving for customers?  What customer needs are we satisfying?  Turn the above bullets into a single, clear, compelling message that will turn an unaware visitor into and interested prospect. | What type of relationship does each of our customer segments expect us to establish with them? Which ones have we established? How do they integrate within our model? How costly are they? | List your target customers as well as the characteristics of your ideal customers. |
|
| **KEY RESOURCES** | **CHANNELS** |
| What key resources does your value proposition require? Your distribution channels? Your Customer relationships? | Through which channels do our customer segments want to be reached? List your path to customers. |
|
|
| **COST STRUCTURE** What are the most important costs in the business model? List fixed and variable costs. | | **REVENUE STREAMS** List your sources of revenue. | | |
|
|
|
|
|
|
|

Business Model Canvas by Alexander Osterwalder from [www.businessmodelgeneration.com](http://www.businessmodelgeneration.com).   
The business model canvas itself is licensed under the [Creative Commons Attribution-Share Alike 3.0 Unported License](http://creativecommons.org/licenses/by-sa/3.0/).