





































































# The Business Model Canvas

Designed for:

Designed by:

<p><b>Key Partners</b></p> <p>Who can help us reduce risk or exploit opportunities that we could not do on our own?</p> <p>• Suppliers • Distributors • Complementors • Channels • Suppliers • Suppliers</p>	<p><b>Key Activities</b></p> <p>What must we do to make our business model work?</p> <p>• Production • Logistics • Procurement • Sales • Marketing • Customer Support</p>	<p><b>Value Propositions</b></p> <p>What value do we offer to our customers?</p> <p>• Product • Service • Performance • Reliability • Cost • Convenience • Customization • Speed • Flexibility • Quality • Innovation • Risk Reduction • Convenience • Speed • Flexibility • Quality • Innovation • Risk Reduction</p>	<p><b>Customer Relationships</b></p> <p>What kind of relationship can we create with our customers?</p> <p>• Personalized • Self-Service • Automated • Community • Co-creation • Personalized • Self-Service • Automated • Community • Co-creation</p>	<p><b>Channels</b></p> <p>How can we reach our customers most effectively, efficiently, and profitably?</p> <p>• Direct • Indirect • Partners • Direct • Indirect • Partners</p>	<p><b>Customer Segments</b></p> <p>Who are our target customers?</p> <p>• Mass • Niche • Segments • Mass • Niche • Segments</p>
<p><b>Key Resources</b></p> <p>What resources do we need to make our business model work?</p> <p>• Financial • Human • Intellectual • Physical • Financial • Human • Intellectual • Physical</p>		<p><b>Revenue Streams</b></p> <p>How do we generate revenue?</p> <p>• Sales • Subscriptions • Licensing • Sales • Subscriptions • Licensing</p>		<p><b>Cost Structure</b></p> <p>What are the most important costs incurred by our business model?</p> <p>• Variable • Fixed • Variable • Fixed</p>	

www.businessmodelgeneration.com