

BUSINESS CANVAS

KEY STAKEHOLDERS & PARTNERSHIPS

strategic collaborations

Which are your KEY long-term partnerships of strategic importance?

KEY ACTIVITIES

processes

Make a basic sketch of functions (design, production, merchandise, ...) performed by your business. How do you ensure these processes happen in terms of information flow, technology, willingness, legal disclosure? Who needs what information, when and from where?

VALUE PROPOSITION

the core strategic benefit

What is the unique value that your company generates?

USER RELATIONSHIPS & CHANNELS

creating commitment

How do you gain and maintain relationships with users? Can you think of activities aimed at generating 1) Interaction, 2) Cultural value, and 3) Peer activity?

USER SEGMENTS

understanding needs, problems and opportunities

Who are the main user segments whose needs or problems inform your offering?

KEY RESOURCES

skills and knowledge

What skills and knowledge do you need to support your value proposition? Do you have these in-house?

COSTS

money coming out

How does all the above change direct or indirect costs?

REVENUE MODEL

money coming in

How could you monetarise on the value that your offering creates?

