



1. KEY PARTNERS

Who are your key helpers?



2. KEY ACTIVITIES

What do you do?



3. VALUE PROPOSITIONS

How do you help?



4. CUSTOMER RELATIONSHIPS

How do you maintain contact with clients?



5. CUSTOMER SEGMENTS

Whom do you help?



6. KEY RESOURCES

Who are you and what kind of value you possess?



7. CHANNELS

How do the customers know you and how the channels are integrated with customer routines?



8. COST

What kind of costs are existing in the business model?



9. INCOME

Income