Business Model Canvas - Key Questions

Key Partners



- Who are the partners you need to make this business model work?
- Which partners could leverage the business model to make it more profitable?
- How can you get your partners to deliver more of the value in your business model?

Key Activities



- What activities do you really need to be good at to make this business work?
- What activities create the greatest value and returns?

Key Resources



- Which resources to you really need to create value?
- Intellectual property/marketing/prod uction/logistics/property/ stores

Value Propositions



- How do you deliver value to the customer?
- How do you make them happier?
- How do you relieve their pains?
- How do you minimise their pains or maximise their gains

Customer Relationships



- What relationship do you have with the customer, personal, digital?
- How do you get, keep and grow customers?
- Why should your customers buy from you?

Customer Segments



- What customers are you servicing?
- How do you help the customer get the job done?

Channels

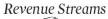


- How do these customers want to be reached?
- Which channels?
- Stores? Online? Direct/indirect?

Cost Structure



- What are your costs?
- How do you monetise the business?
- High margin
- Low margin high volume
- Freemium?





- What are they willing to pay and how?
- Type of revenue stream:asset sale, usage fee, subscription etc.
- Type of pricing mechanism: fixed, volume dependent, auction etc.
- Deals: discount, 10 for one free, BOGOF, buy now pay later
- Credit, Standing order, direct debit