










Business Model Canvas – Key Questions

<div>Key Partners</div> <div></div> <div><ul style="list-style-type: none">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?</div>	<div>Key Activities</div> <div></div> <div><ul style="list-style-type: none">What activities do you really need to be good at to make this business work?What activities create the greatest value and returns?</div>	<div>Value Propositions</div> <div></div> <div><ul style="list-style-type: none">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</div>	<div>Customer Relationships</div> <div></div> <div><ul style="list-style-type: none">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?</div>	<div>Customer Segments</div> <div></div> <div><ul style="list-style-type: none">What customers are you servicing?How do you help the customer get the job done?</div>
<div>Cost Structure</div> <div></div> <div><ul style="list-style-type: none">What are your costs?How do you monetise the business?High marginLow margin high volumeFreemium?</div>	<div>Key Resources</div> <div></div> <div><ul style="list-style-type: none">Which resources to you really need to create value?Intellectual property/marketing/prod uction/logistics/property/ stores</div>	<div>Channels</div> <div></div> <div><ul style="list-style-type: none">How do these customers want to be reached?Which channels?Stores? Online? Direct/indirect?</div>	<div>Revenue Streams</div> <div></div> <div><ul style="list-style-type: none">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 laterCredit, Standing order, direct debit</div>	