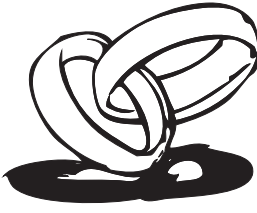



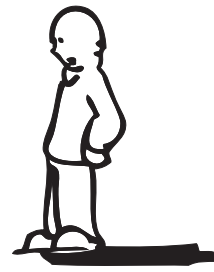
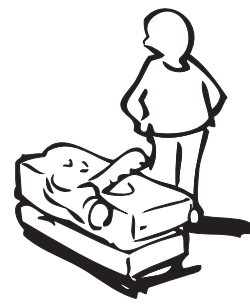
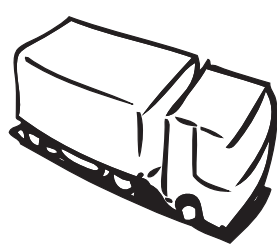




Name:

# Personal Business Model Canvas

<div><div>Who Helps You (Key Partners)</div><div></div><div>Who helps you provide Value to others? Who supports you in other ways, and how? Do any partners supply Key Resources or perform Key Activities on your behalf? Could they?</div><div><div>Key Partners could include:</div><div><div>· Friends</div><div>· Family members</div><div>· Supervisors</div><div>· Human resource personnel</div><div>· Coworkers</div><div>· Suppliers</div><div>· Professional association members</div><div>· Mentors or counselors, etc.</div></div></div></div>	<div><div>What You Do (Key Activities)</div><div></div><div>- List several critical activities you perform at work each day that distinguish your occupation from others. - Which of these Key Activities does your Value Proposition require? - Which activities do your Channels and Customer Relationships require?</div><div><div>Consider how your activities may be grouped in the following areas:</div><div><div>- Making (building, creating, solving, delivering, etc.)</div><div>- Selling (informing, persuading, teaching, etc.)</div><div>- Supporting (administering, calculating, organizing, etc.)</div></div></div></div>	<div><div>How You Help (Value Provided)</div><div></div><div>- What Value do you deliver to Customers? - What problem do you solve or need do you satisfy? - Describe specific benefits Customers enjoy as a result of your work.</div><div><div>Consider whether the help you provide:</div><div><div>· Reduces risk</div><div>· Lowers costs</div><div>· Increases convenience or usability</div><div>· Improves performance</div><div>· Increases enjoyment or fulfills a basic need</div><div>· Fulfills a social need (brand, status, approval, etc.)</div><div>· Satisfies an emotional need</div></div></div></div>	<div><div>How You Interact (Customer Relationships)</div><div></div><div>- Channel Phase 5. Followup: How do you continue to support Customers and ensure they are satisfied? - What kinds of relationships do your Customers expect you to establish and maintain with them? - Describe the types of relationships you have in place now.</div><div><div>Examples might include:</div><div><div>· Face-to-face personal assistance</div><div>· Remote help via telephone, e-mail, chat, Skype, etc.</div><div>· Colleague or user communities</div><div>· Co-creation</div><div>· Self-service or automated services</div></div></div></div>	<div><div>Who You Help (Customers)</div><div></div><div>- For whom do you create Value? - Who is your most important Customer? - Who depends on your work in order to get their own jobs done? - Who are your Customers' Customers?</div></div>
<div><div>Who You Are/ What You Have (Key Resources)</div><div></div><div>- What do you get most excited about at work? - Rank your preferences: Do you like dealing primarily with 1) people, 2) information/ideas, or 3) physical objects/outdoor work? - Describe a couple of your abilities (things you do naturally without effort) and a few of your skills (things you have learned to do). - List some of your other resources: personal network, reputation, experience, physical capabilities, etc.</div></div>	<div><div>How They Know You/ How You Deliver (Channels)</div><div></div><div>- Through which Channels do your Customers want to be reached? - How are you reaching them now? - Which Channels work best?</div><div><div>Channel Phases:</div><div><div>1. Awareness How do potential Customers find out about you?</div><div>2. Evaluation How do you help potential Customers appraise your Value?</div><div>3. Purchase How do new Customers hire you or buy your services?</div><div>4. Delivery How do you deliver Value to Customers?</div></div></div></div>			
<div><div>What You Give (Costs)</div><div></div><div>- What do you give to your work (time, energy, etc.)? - What do you give up in order to work (family or personal time, etc.)? - Which Key Activities are most "expensive" (draining, stressful, etc.)?</div><div><div>List soft and hard costs associated with your work:</div><div><div>Soft costs:</div><div><div>· Stress or dissatisfaction</div><div>· Lack of personal or professional growth opportunities</div><div>· Low recognition or lack of social contribution</div><div>· Lack of flexibility, excessive availability expectations</div></div><div>Hard costs:</div><div><div>· Excessive time or travel commitments</div><div>· Unreimbursed commuting or travel expenses</div><div>· Unreimbursed training, education, tool, materials, or other costs.</div></div></div></div></div>	<div><div>What You Get (Revenue And Benefits)</div><div></div><div>- For what Value are your Customers truly willing to pay? - For what do they pay now? - How do they pay now? - How might they prefer to pay?</div></div>			