

Business Model Canvas

Key Partners

Identify your company's key partners. What key resources does the company receive from these partners? What key activities are performed? Why do you work with them?

Key Activities

What specific key activities are needed to deliver your value proposition? How do you reach markets, maintain relationships, and earn revenue?

Key Resources

What key resources are required for your value proposition, channels, customer relationships, and revenue streams?

Value Proposition

What core value do you deliver to customers? Which problems are you solving? What needs are you satisfying? What makes your offer unique?

Customer Relationships

What type of relationship do you have with customers? How is it integrated? How costly is it? How does it vary across segments?

Channels

How do you deliver your value proposition? Which channels are most effective? How are they integrated? How are you reaching customers now?

Customer Segments

Who are your target customers? What are their needs, interests, and behaviors? Are you serving a niche or mass market?

Cost Structure

What are the major cost drivers in your business? Which key activities and resources are most expensive? Are costs fixed or variable?

Revenue Streams

How does your business earn revenue? What value are customers willing to pay for? What are the pricing models and payment channels?