

# Penn State Altoona Business Model Canvas

<b>Problem/Solution</b> <ul style="list-style-type: none"> <li>✓ What is the problem you are trying to solve?</li> <li>✓ How does your product/service solve the problem better than any other?</li> </ul>	<b>Target Market</b> <ul style="list-style-type: none"> <li>✓ Who is the target customer? What do you know about them?</li> <li>✓ What makes your product/service meaningful/relevant to them?</li> <li>✓ What is the estimated size of the target market?</li> <li>✓ Are there different segments with different needs?</li> </ul>	<b>Competition</b> <ul style="list-style-type: none"> <li>✓ Who are your competitors?</li> <li>✓ What are your competitors' strengths and weaknesses?</li> <li>✓ What can we learn from the competition?</li> <li>✓ What is happening in the marketplace?</li> </ul>	<b>Promotion/Messaging</b> <ul style="list-style-type: none"> <li>✓ How will you promote your product or service?</li> <li>✓ How will your target market learn about your offer?</li> <li>✓ What is the main benefit to be communicated?</li> </ul>	<b>Customer Relationships</b> <ul style="list-style-type: none"> <li>✓ What type of relationship do you have with your customers?</li> </ul>
	<b>Distribution/Geography/Channels</b> <ul style="list-style-type: none"> <li>✓ Where are you customers?</li> <li>✓ How will they shop for your product?</li> <li>✓ How will your product get to them? Online, retail, direct sales force? Etc.</li> </ul>		<b>Key Activities</b> <ul style="list-style-type: none"> <li>✓ Where do you add unique and relevant value in the process?</li> <li>✓ What are the most important actions you need to operate successfully?</li> <li>✓ How easy is it to copy?</li> </ul>	<b>Leadership</b> <ul style="list-style-type: none"> <li>✓ Who are the founders? Owners? Principals? Key personnel?</li> </ul>
<b>Cost Structure</b> <ul style="list-style-type: none"> <li>✓ What are the key costs in your business model?</li> </ul>			<b>Revenue Streams</b> <ul style="list-style-type: none"> <li>✓ How does the company make money?</li> <li>✓ What is the pricing strategy? Are there contracts? Add-ons? Supplies? Maintenance?</li> </ul>	