

Workbook 1: Business Model Design Workbook Template

Company: <Enter your company name here>

Last updated: <Enter the last update date here>

Activity 1: Key business model questions










Write a brief response to the following questions.

1. How do you acquire customers?
1. After you have landed a new customer, how do you plan to relate to that customer and manage the relationship (if at all)?
1. How do you charge your customers? What is your [revenue model](#)?
1. How much do you charge your customers? Can you calculate your revenues for the next [month, quarter and year](#)?
1. What assets are available to you or under your control?

Activity 1: Key business model questions (cont'd)

- 6. Who are your key partners?
- 6. What key activities do you need to engage in to deliver your [value proposition](#)?
- 6. What are your fixed costs?
- 6. What are your variable costs? Can you calculate your total cost for the next month, quarter and year?
- 6. Does your revenue forecast demonstrate increased profitability towards the end of the forecast period?

Activity 2: Create your own business model

 KEY PARTNERS << list your partners here>>	 KEY ACTIVITIES << describe your key activities here>>	 VALUE PROPOSITIONS << insert your value proposition here>>	 CUSTOMER RELATIONSHIPS <describe how you plan to establish and manage the relationship between the customer and your brand here>>	 CUSTOMER SEGMENTS << describe your target customer segment here>>
 COST STRUCTURE << Describe your cost structure here>>	 KEY RESOURCES << list the key resources available to you here>>		 CHANNELS << describe 1) how you plan to acquire customers, 2) how you plan to deliver your value proposition to them and 3) how you plan to communicate with your customers >>	
		 REVENUE STREAMS << describe your revenue streams here>>		