Business Model Canvas

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# Usage

This artifact is a one-page visual summary that describes the value proposition, infrastructure, customers, and finances. These are often used in lean start-up situations.

# 1. **Key Partners**

* **Who are the essential partners?**
* **What resources or services do they provide that are critical to the business?**
* Examples: suppliers, alliances, distribution partners, outsourcing.

# 2. **Key Activities**

* **What core activities are necessary to deliver the value proposition?**
* **What operational or production tasks must be consistently maintained?**
* Examples: production, problem-solving, platform management, marketing.

# 3. **Key Resources**

* **What assets are essential to making the business function?**
* **Are there human, physical, intellectual, or financial resources needed?**
* Examples: personnel, technology, intellectual property, funding.

# 4. **Value Proposition**

* **What unique value does your product or service offer to customers?**
* **What customer needs or problems does it solve?**
* Examples: cost reduction, improved convenience, innovation, customer satisfaction.

# 5. **Customer Relationships**

* **How will you build and maintain relationships with customers?**
* **What type of relationship does each customer segment expect?**
* Examples: personal assistance, self-service, community support, loyalty programs.

# 6. Channels

* **Through what channels will you reach your customers?**
* **What channels are most cost-effective and best align with customer preferences?**
* Examples: direct sales, online platforms, retail stores, partnerships.

# 7. **Customer Segments**

* **Who are your target customers?**
* **What segments have different needs or purchasing behaviors?**
* Examples: mass market, niche market, diversified customer base.

# 8. **Cost Structure**

* **What are the most important costs in your business model?**
* **Which resources and activities are the costliest?**
* Examples: fixed costs (e.g., rent, salaries), variable costs (e.g., materials, production), economies of scale.

# 9. **Revenue Streams**

* **How does the business earn revenue from each customer segment?**
* **What are customers willing to pay, and how will they be charged?**
* Examples: sales, subscription fees, licensing, advertising.