

**Business Model Canvas** - is a strategic planning tool used by managers to illustrate and develop their business model. The business model canvas template clearly identifies the key elements that make up a business. Additionally, it simplifies a business plan into a condensed form. In this way, the business model canvas template acts like an executive summary for the business plan. It helps entrepreneurs and managers design, analyze, and manage a business model in a simplified and cohesive way.

### 9 building blocks of Business Model Canvas

1. **Customer Segments** - define the specific groups of people or organizations a business aims to reach and serve. These are the target audiences that give purpose to a company's products or services.

Example: For Netflix, customer segments include individual entertainment subscribers and families looking for affordable on-demand movies and shows.

2. **Value Propositions** - This describes the unique value a company delivers to its customers — what makes the product or service attractive and why customers should choose it over competitors.

Example: Apple's value proposition is providing high-quality, innovative, and user-friendly technology that seamlessly integrates across all devices.

3. **Channels** - are the ways a company communicates with and delivers its value proposition to its customer segments. These include distribution, sales, and communication channels.

Example: Coca-Cola uses supermarkets, vending machines, and restaurants as channels to reach its customers.

4. **Customer Relationships** - This defines how a company interacts with its customers — from personal assistance to automated services — and how it builds loyalty and trust.

Example: Amazon maintains customer relationships through personalized recommendations, responsive customer service, and loyalty programs like Amazon Prime.

5. **Revenue Streams** - represent the ways a business earns money from each customer segment. This includes sales, subscriptions, rentals, licensing, or advertising.

Example: Spotify earns revenue from two main streams: premium subscriptions and advertising on free user accounts.

6. **Key Resources** - are the critical assets needed to deliver the value proposition — such as employees, technology, capital, and intellectual property.

Example: Tesla's key resources include its battery technology, manufacturing facilities, and skilled engineers.

7. **Key Activities** - These are the main actions a business must perform to operate successfully — such as production, marketing, platform management, or customer service.

Example: YouTube's key activities include maintaining the video platform, managing content, and advertising operations.

8. **Key Partnerships** - refer to the external companies, suppliers, or organizations that help a business achieve its goals or deliver value.

Example: Starbucks partners with coffee bean suppliers and logistics providers to ensure consistent product quality and availability.

9. **Cost Structure** - This outlines all the costs involved in operating the business model — including fixed and variable expenses like salaries, rent, and production costs.

Example: Airbnb's main costs include platform maintenance, marketing, and payment processing

Hook – Catch attention  
Problem – What issue are you solving?  
Solution – Your idea/product  
Value – Why it's better/unique  
Call to Action – What you want from the audience