

CUSTOMER SEGMENTS

- For whom are we creating value?
- Who are our most important customers?

VALUE PROPOSITIONS

- What value do we deliver to the customers?
- Which one of our customer's problems are we helping to solve?
- Which customer needs are we satisfying?
- What bundles of products and services are we offering to each Customer Segment?

CHANNELS

- Through which channels do our Customer Segments want to be reached?
- How are we reaching them now?
- How are our Channels integrated?
- Which ones work best?
- Which ones are most cost-efficient?
- How are we integrating them with customer routines?

CUSTOMER RELATIONSHIPS

- What type of relationship does each of our Customer Segments expect us to establish and maintain with them?
- Which ones have we established?
- How costly are they?
- How are they integrated with the rest of our business model?

REVENUE STREAMS

- For what value are our customers really willing to pay?
- For what do they currently pay?
- How are they currently paying?
- How would they prefer to pay?
- How much does each Revenue Stream contribute to overall revenues?

KEY RESOURCES

- What Key Resources do our Value Propositions require?
- What Key Resources do our Distribution Channels require?
- What Key Resources do our Customer Relationships require?
- What Key Resources do our Revenue Streams require?

KEY ACTIVITIES

- What Key Activities do our Value Propositions require?
- What Key Activities do our Distribution Channels require?
- What Key Activities do our Customer Relationships require?
- What Key Activities do our Revenue Streams require?

KEY PARTNERSHIPS

- Who are our Key Partners?
- Who are our Key Suppliers?
- Which Key Resources are we acquiring from partners?
- Which Key Activities do partners perform?

COST STRUCTURE

- What are the most important costs inherent in our business model?
- Which Key Resources are most expensive?

- Which Key Activities are most expensive?