

Business Model Canvas

[Your Company Name]

Key Partners	Key Activities	Value Propositions	Customer Relationships	Customer Segments		
Who are your key partners? - Suppliers - Strategic alliances - Joint ventures List the external companies or parties you work with to make your business model work.	What key activities do you perform? - Production - Problem solving - Platform/network	What value do you deliver? - What problem do you solve? - What need do you satisfy? - Why do customers choose you? Bundles of products/services that create value for your customer segments.	What type of relationship? - Personal assistance - Self-service - Automated - Communities	Who are your customers? - Mass market - Niche market - Segmented - Diversified - Multi-sided Define the different groups you aim to reach and serve.		
	<th>Key Resources</th> <td></td> <td><th>Channels</th><td></td></td>	Key Resources		<th>Channels</th> <td></td>	Channels	
	What key resources do you need? - Physical - Intellectual - Human - Financial		How do you reach customers? - Sales channels - Distribution channels - Marketing channels			
Cost Structure			Revenue Streams			
What are your most important costs? - Fixed costs (salaries, rent) - Variable costs (materials, commissions) - Economies of scale - Economies of scope List all costs required to operate your business model.			How do you make money? - Asset sale - Usage fees - Subscription fees - Licensing - Advertising For what value are customers willing to pay?			

