|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Key Partners:**  Who do you work with to achieve your goals?  Who are your key partners/suppliers?  Motivations for partnerships? Which key activities do your partners perform? | **Key Activities:**  What are your business activities?  What key activities does your value proposition require? | **Value Proposition:**  What problem do you solve? How do you solve it?  What core value do you deliver to the customer? | | **Customer Relationship:**  What is your relationship with your customers? Which customer relationships have you already established? How do you retain/ acquire customers? | **Market & Customer Segments:**  How many people need your solution?  Who is your most important customer? |
| **Key Resources:**  What resources do you need in order to produce and deliver your solution? | **Channels:**  How will you deliver your product to the market?  How will you reach your customers? Which channels work best? |
| **Cost Structure:**  What are the most important costs inherent to your business model? Which key resources/activities are most expensive? | | | **Revenue Streams:**  What value are your customers willing to pay? How will you get paid? What is your revenue model? How much does every revenue stream contribute to the overall revenues? | | |

Business Model Canvas



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Business Model Canvas



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What:

Nine blocks that produce a one-page business plan.

How:

Answer the questions in each segment. Keep your responses short and specific.

Not sure about the answers? Mark down your hypothesis and test it. Then come back and adjust.

Make sure to update your canvas frequently – it is a live document.

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