

# BUSINESS MODEL CANVAS

## KEY PARTNERS / STAKEHOLDERS

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?



## KEY RESOURCES

What resources do you need in order to produce and deliver your solution?



## VALUE PROPOSITION

What problem do you solve?  
 How do you solve it?  
 What core value do you deliver to the customer?



## CUSTOMER RELATIONSHIPS

What is your relationship with your customers (B2B/B2C)?  
 Which customer relationships have you already established?  
 How do you retain/ acquire customers?



## CHANNELS

How will you deliver your product to the market?  
 How will you reach your customers?  
 Which channels work best?



## CUSTOMER SEGMENTS

How many people need your solution?  
 Who is your most important customer?



## COSTS STRUCTURE

What are the most important costs inherent to your business model? Which key resources/activities are most expensive?

Show monthly amounts and percentage for each category.



## REVENUES 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?

Show monthly amounts and percentage for each category.



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