Business Model Canvas

Designed for: _____ Designed by: _____ Date: _____

Key Partnerships

Who are our key partners? Our key suppliers?

Key Activities

What key activities does our value proposition require?

Key Resources

What key resources does our value proposition require?

Value Propositions

What value do we deliver to the customer?

Customer Relationships

What type of relationship does each customer segment expect?

Channels

Through which channels do our customer segments want to be reached?

Customer Segments

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

Cost Structure

What are the most important costs inherent in our business model?

Revenue Streams

For what value are our customers really willing to pay?

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