









The Business Model Canvas

<p> Key Partners</p> <p>What are the key Partnerships we need?</p> <p>What activities, when and what are we acquiring from partners?</p>	<p> Value Propositions</p> <p>What product or service are we offering?</p> <p>What will customers buy?</p>	<p> Customer Segments</p> <p>Who are our customers?</p> <p>What Value is the customer paying for?</p>	<p> Channels</p> <p>How does the product get to customers?</p> <p>How will we be selling and distributing?</p>	<p> Key Activities</p> <p>What are the most important things to make the business work?</p>
<p> Revenue Streams</p> <p>What is the customer paying for?</p> <p>What is the strategy of capturing value?</p>	<p> Cost Structure</p> <p>What are the most important costs, expensive resources and key activities?</p>			<p> Key Resources</p> <p>What are Key Resources required?</p> <p>Money, plant, machines, cars, patents, staff?</p>

Business Name: _____

Date: _____