

# The Business Model Canvas

Company Name:

Date:

<p><b>Key Partners</b></p> <ul style="list-style-type: none"> <li>• Who are our Key Partners?</li> <li>• Who are our key suppliers?</li> <li>• Which Key Resources are we acquiring from partners?</li> <li>• Which Key Activities do partners perform for us?</li> </ul> <p><b>Answers:</b></p>	<p><b>Key Activities</b></p> <ul style="list-style-type: none"> <li>• What Key Activities do our Value Propositions require?</li> <li>• Our Distribution Channels?</li> <li>• Customer Relationships?</li> <li>• Revenue Streams?</li> </ul> <p><b>Answers:</b></p>	<p><b>Value Proposition</b></p> <ul style="list-style-type: none"> <li>• What value do we deliver to the customer?</li> <li>• Which customer problems are we helping to solve?</li> <li>• Which job are we helping the customer get done?</li> <li>• Which customer needs are we satisfying?</li> <li>• What bundles of products and services are we offering to each Customer Segment?</li> </ul> <p><b>Answers:</b></p>	<p><b>Customer Relationships</b></p> <ul style="list-style-type: none"> <li>• What type of relationship does each of our Customer Segments expect us to establish and maintain with them?</li> <li>• How costly are these relationships?</li> <li>• How are they integrated with the rest of our business model?</li> </ul> <p><b>Answers:</b></p>	<p><b>Customer Segments</b></p> <ul style="list-style-type: none"> <li>• For whom are we creating value?</li> <li>• Who are our most important customers?</li> </ul> <p><b>Answers:</b></p>
	<p><b>Key Resources</b></p> <ul style="list-style-type: none"> <li>• What Key Resources do our Value Propositions require?</li> <li>• Our Distribution Channels?</li> <li>• Customer Relationships?</li> <li>• Revenue Streams?</li> </ul> <p><b>Answers:</b></p>		<p><b>Channels</b></p> <ul style="list-style-type: none"> <li>• Through which Channels do our Customer Segments want to be reached?</li> <li>• How are we reaching them now?</li> <li>• How are our Channels integrated? Which ones work best?</li> <li>• Which Channels are the most cost-efficient?</li> <li>• How are we integrating our Channels with customer routines?</li> </ul> <p><b>Answers:</b></p>	
<p><b>Cost Structure</b></p> <ul style="list-style-type: none"> <li>• What are the most important costs inherent in our business model?</li> <li>• Which Key Resources are most expensive?</li> <li>• Which Key Activities are most expensive?</li> </ul> <p><b>Answers:</b></p>		<p><b>Revenue Streams</b></p> <ul style="list-style-type: none"> <li>• For what value are our customers truly willing to pay?</li> <li>• How do customers prefer to pay?</li> <li>• How much does each Revenue Stream contribute to overall revenues?</li> </ul> <p><b>Answers:</b></p>		