

The Business Model Canvas

Designed for:

Designed by:

Date:

Version:

Key Partnerships



Key Activities



Value Propositions



Customer Relationships



Customer Segments



Key Resources



Channels



Cost Structure



Revenue Streams



Business Model Canvas

The Business Model Canvas reflects systematically on business model, so one can focus on business model segment by segment. The following list with questions will help to brainstorm and compare several variations and ideas for business model innovation.

1. Key Partners

- Who are your key partners/suppliers?
- What are the motivations for the partnerships?

2. Key Activities

- What key activities does your value proposition require?
- What activities are important the most in distribution channels, customer relationships, revenue stream...?

3. Value Proposition

- What core value do you deliver to the customer?
- Which customer needs are you satisfying?

4. Customer relationship

- What relationship that the target customer expects you to establish?
- How can you integrate that into your business in terms of cost and format?

5. Customer Segment

- Which classes are you creating values for?
- Who is your most important customer?

6. Key Resource

- What key resources does your value proposition require?
- What resources are important the most in distribution channels, customer relationships, revenue stream...?

7. Distribution Channel

- Through which channels that your customers want to be reached?
- Which channels work best? How much do they cost? How can they be integrated into your and your customers' routines?

8. Cost Structure

- What are the most cost in your business?
- Which key resources/ activities are most expensive?

9. Revenue Stream

- For what value are your customers willing to pay?
- What and how do they recently pay? How would they prefer to pay?
- How much does every revenue stream contribute to the overall revenues?