

Business Model Canvas

Group #:

Key Partners

Who are your key Partners?
Who are our key Suppliers?
Which Key Resources are we acquiring from partners?
Which key activities do partners perform?

Key Activities

What Key Activities do our Value Propositions require?
Our Distribution Channels?
Customer relationships?
Revenue Streams?

Value Proposition

What value do we deliver to the customer?
Which one of our customer's problems are we helping to solve?
What bundles of products & services are we offering to each customer segment?
Which customer needs are we satisfying?

Customer Relationships

What type of relationship does each of our Customer Segments expect us to establish and maintain with them?
Which ones have we established?
How are they integrated into the rest of the business model?

Customer Segments

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

Key Resources

What Key Resources do our Value Propositions require?
Our Distribution Channels?
Customer Relationships?

Channels

Through which channels do our customer segments want to be reached?
How are we reaching them now?
How are our channels integrated?

Cost Structure

What are the most important costs inherent in our business model?
Which Key Resources are the most expensive?
Which Key Activities are most expensive?

Revenue

For what value are our customers really to pay?
For what do they currently pay?