

Business Model Canvas

Key Partners	Key Activities	Value Proposition	Customer Relationship	Customer Segments
	Key Resources		Channels	
Cost Structure			Revenue Streams	

How to fill it out

Key Partners <ul style="list-style-type: none">• Who are the partners and suppliers of your company?• What are your motivations for these partnerships?	Key Activities <ul style="list-style-type: none">• What key activities are required for your value proposition?• What activities are critical regarding sales channels, customer relationships, revenue streams, etc.?	Value Proposition <ul style="list-style-type: none">• What value do you deliver to your customers?• What customer needs do you meet?	Customer Relationship <ul style="list-style-type: none">• What kind of relationship do you want to build with your clientele?• How does the customer relationship fit into your business model?• What are the costs of building and maintaining the customer relationship?	Customer Segments <ul style="list-style-type: none">• For which target groups do you create solutions?• Who is your most important customer base?
	Key Resources <ul style="list-style-type: none">• What are the key resources required to deliver your value proposition?• What resources are critical regarding sales channels, customer relationships, and revenue streams?		Channels <ul style="list-style-type: none">• How and where does your customer base want to be addressed?• What channels does your target audience use?• What are the costs associated with using these channels?	
Cost Structure <ul style="list-style-type: none">• What are the highest costs in your business?• What key resources and activities are the most expensive?			Revenue Streams <ul style="list-style-type: none">• What products or services are your customers willing to pay for?• What are the buying and payment habits of your clientele?• How much does each of your revenue sources contribute to total revenue?	