

Business Model Canvas*

<p>Key Partners</p> <ol style="list-style-type: none"> 1. Who are your key partners? 2. Who are your key suppliers? 3. Which key resources are we acquiring from partners? 4. Which key activities do partners perform for us? 	<p>Key Activities</p> <ol style="list-style-type: none"> 1. What key activities do your value propositions require? 2. Your distribution channels? 3. Your customer relationships? 4. Your revenue streams? 	<p>Value Proposition</p> <ol style="list-style-type: none"> 1. What do we deliver to the customer? 2. Which one of our customer's problems are we helping to solve? 3. Which job are we helping the customer get done? 4. Which customer needs are we satisfying? 5. What bundles of products and services are we offering to each Customer Segment? 	<p>Customer Relationships</p> <ol style="list-style-type: none"> 1. What type of relationship does each of our Customer Segments expect us to establish and maintain with them? 2. Which ones have we established? 3. How costly are they? 4. How are they integrated with the rest of our business model? 	<p>Customer Segments</p> <ol style="list-style-type: none"> 1. For whom are we creating value? 2. Who are our most important customers, clients or users?
	<p>Key Resources</p> <ol style="list-style-type: none"> 1. What key resources do your value propositions require? 2. Your distribution channels? 3. Your customer relationships? 4. Your revenue streams? 		<p>Channels</p> <ol style="list-style-type: none"> 1. Through which Channels do our Customer Segments want to be reached? 2. How are our Channels integrated? 3. Which ones work best? 4. Which ones are most cost-efficient? 5. How are we integrating them with customer routines? 	
<p>Cost Structure</p> <ol style="list-style-type: none"> 1. What are the most important costs inherent in our business model? 2. Which key resources are most expensive? 3. Which key activities are most expensive? 		<p>Revenue Streams</p> <ol style="list-style-type: none"> 1. For what value are our customers really willing to pay? 2. For what do they currently pay? 3. How are they currently paying? 4. How would they prefer to pay? 5. How much does each revenue stream contribute to overall revenue? 		

[CLICK HERE for video on using the Business Model Canvas here.](#)
[CLICK HERE for a 6-part video series on BMC from Stragyzer.](#)

*Business Model Canvas sourced from: Strategyzer.com

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

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