









The Business Model Canvas

Designed for:

Designed by:

On:

Iteration:

<h3>Key Partners</h3>  <p>Who are our Key Partners? Who are our key suppliers? Which Key Resources are we acquiring from partners? Which Key Activities do partners perform?</p> <p>Key Partnerships: Distribution Fulfillment Production Procurement Research and Development</p>	<h3>Key Activities</h3>  <p>What Key Activities do our Value Propositions require? Our Distribution Channels? Customer Relationships? Revenue Streams?</p> <p>Activities: Manufacturing Software Development Retail Logistics Marketing Customer Support Human Resources</p>	<h3>Value Propositions</h3>  <p>What value do we deliver to the customer? Which one of our customer's problems are we helping to solve? What bundles of products and services are we offering to each Customer Segment? Which customer needs are we satisfying?</p> <p>Value Propositions: Newness Performance Customization Reliability/Durability Design/Aesthetics Price Risk Convenience Accessibility Compatibility</p>	<h3>Customer Relationships</h3>  <p>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 with the rest of our business model? How costly are they?</p> <p>Customer Relationships: Personal Assistance Self-Service Automated Services Communities Co-creation</p>	<h3>Customer Segments</h3>  <p>For whom are we creating value? Who are our most important customers?</p> <p>Customer Segments: Masses Niche Segment Market Demographic</p>
<h3>Key Resources</h3>  <p>What Key Resources do our Value Propositions require? Our Distribution Channels? Customer Relationships? Revenue Streams?</p> <p>Key Resources: Physical Human Financial Intellectual Social</p>		<h3>Channels</h3>  <p>Through which Channels do our Customer Segments want to be reached? How are we reaching them now? How are our Channels integrated? Which ones work best? Which ones are most cost-effective? How are we integrating them with customer routines?</p> <p>Channels: Direct Indirect Partners Retailers Sales Intermediaries Agents Resellers Distributors Wholesalers Retailers Online Direct</p>		
<h3>Cost Structure</h3> <p>What are the most important costs inherent in our business model? Which Key Resources are most expensive? Which Key Activities are most expensive?</p> <p>Cost Structure: Fixed Costs Variable Costs Semi-Variable Costs Cost of Sales Marketing Distribution Customer Support Human Resources Manufacturing Software Development Logistics Research and Development</p>			<h3>Revenue Streams</h3>  <p>For what value are our customers really willing to pay? For what do they currently pay? How are they currently paying? How would they prefer to pay? How much does each Revenue Stream contribute to overall revenue?</p> <p>Revenue Streams: Fees Subscriptions Licensing Usage-based Pricing Advertising Commissions Royalties Leasing/Renting Resale Interest Dividends Donations Gifts Sponsorships Freemium Pay-Per-Click Pay-Per-View Pay-Per-Action Pay-Per-Install Pay-Per-Lead Pay-Per-Sale Pay-Per-Performance Pay-Per-Result Pay-Per-Outcome Pay-Per-Engagement Pay-Per-Interaction Pay-Per-Click Pay-Per-View Pay-Per-Action Pay-Per-Install Pay-Per-Lead Pay-Per-Sale Pay-Per-Performance Pay-Per-Result Pay-Per-Outcome Pay-Per-Engagement Pay-Per-Interaction</p>	

