










The Business Model Canvas

Designed for:

Designed by:

On:

Iteration:

<h2>Key Partners</h2>  <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 Partners: Distribution channels Infrastructure providers Suppliers of key resources Logistics providers Government entities</p>	<h2>Key Activities</h2>  <p>What Key Activities do our Value Propositions require? Our Distribution Channels? Customer Relationships? Revenue Streams?</p> <p>Key Activities: Manufacturing Procurement Logistics Human resources Infrastructure</p>	<h2>Value Propositions</h2>  <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 Convenience Design Price Place Time Service Self-service Accessibility Interoperability</p>	<h2>Customer Relationships</h2>  <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 easily are they?</p> <p>Customer Relationships: Personal assistance Self-serve Automated services Communities Co-creation</p>	<h2>Customer Segments</h2>  <p>For whom are we creating value? Who are our most important customers?</p> <p>Customer Segments: Masses Niche Segment Market Segment Market Segment</p>
<h2>Key Resources</h2>  <p>What Key Resources do our Value Propositions require? Our Distribution Channels? Customer Relationships? Revenue Streams?</p> <p>Key Resources: Physical Intellectual Human Financial Social Structural</p>		<h2>Channels</h2>  <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-efficient? How are we integrating them with customer routines?</p> <p>Channels: Direct Indirect Owned Partner Affiliate Reseller Distributor Agent Broker Franchise Licensing Joint venture Acquisition Mergers and acquisitions</p>		
<h2>Cost Structure</h2>  <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 goods sold Cost of services Cost of distribution Cost of customer support Cost of infrastructure Cost of technology Cost of marketing Cost of sales Cost of administration Cost of finance Cost of legal Cost of taxes Cost of insurance Cost of risk management Cost of compliance Cost of security Cost of data protection Cost of environmental protection Cost of social responsibility Cost of sustainability</p>		<h2>Revenue Streams</h2>  <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 revenues?</p> <p>Revenue Streams: Product sales Service fees Subscription fees Licensing fees Joint venture fees Acquisition fees Mergers and acquisitions fees Royalties Patent fees Trademark fees Copyright fees Domain name fees Software fees Hardware fees Network fees Telecom fees Energy fees Transportation fees Logistics fees Insurance fees Risk management fees Compliance fees Security fees Data protection fees Environmental protection fees Social responsibility fees Sustainability fees</p>		