







# The Business Model Canvas

Designed for:

Designed by:

On:

Innovation:

<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><b>Key Partnerships:</b> Distribution Fulfillment Production Research and Development Procurement Logistics Infrastructure</p>	<h3>Key Activities</h3>  <p>What Key Activities do our Value Propositions require? Our Distribution Channels? Customer Relationships? Revenue Streams?</p> <p><b>Key Activities:</b> Manufacturing Software Development Retail Marketing Sales Logistics Customer Support Infrastructure</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><b>Value Propositions:</b> Newness Performance Customization Reliability/Durability Design/Style 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><b>Customer Relationships:</b> 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><b>Customer Segments:</b> Masses Niche Segment Market Demographic</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><b>Cost Structure:</b> Cost of Goods Sold Distribution Manufacturing Packaging Production Research and Development Sales and Marketing Service Transportation</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><b>Revenue Streams:</b> Usage-based Subscription Licensing Advertising Commission Freemium Rental/Leasing Sales of Goods Sales of Services Transaction Fees Usage-based Subscription Licensing Advertising Commission Freemium Rental/Leasing Sales of Goods Sales of Services Transaction Fees</p>			

