









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 Manufacturing Procurement Research and Development Logistics Fulfillment</p>	<h3>Key Activities</h3>  <p>What Key Activities do our Value Propositions require? Our Distribution Channels? Customer Relationships? Revenue Streams?</p> <p>Key Activities: Production Platform Development Software Development Marketing Sales Service Logistics Fulfillment Procurement Research and Development</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 Flexibility Price Risk Reduction 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 Concierge</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 Micro-Segment</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-efficient? How are we integrating them with customer routines?</p> <p>Channels: Direct Indirect Partners Retailers Sales Intermediaries Agents Resellers Distributors Wholesalers Retailers Retailers Retailers</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 Costs that increase with sales Costs that decrease with sales Costs that are constant</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: Usage-based Subscription Licensing Advertising Sales Rental Leasing Royalty Commission License Freemium Usage-based Subscription Licensing Advertising Sales Rental Leasing Royalty Commission License Freemium</p>	

