









# 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 Manufacturing Fulfillment of orders Research and development Acquisition of new talent and activities</p>	<h3>Key Activities</h3>  <p>What Key Activities do our Value Propositions require? Our Distribution Channels? Customer Relationships? Revenue Streams?</p> <p><b>Activities:</b> Production Distribution Logistics Sales Marketing Customer support Human resources Procurement</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>Market Segments:</b> Mass Niche Segment of Mass Newly created</p>
<h3>Key Resources</h3>  <p>What Key Resources do our Value Propositions require? Our Distribution Channels? Customer Relationships? Revenue Streams?</p> <p><b>Key Resources:</b> 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 best with customer routines?</p> <p><b>Channels:</b> Direct Indirect Partners Retailers Sales force Company website Company blog Company social media Company email Company phone Company fax Company mail</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> Fixed costs Variable costs Cost of Goods Sold Distribution Marketing Customer support Human resources Procurement</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> Transaction Subscription Licensing Advertising Freemium Usage-based Performance-based Brokerage Rental/Leasing Commission Advertising Licensing Rental/Leasing Performance-based Brokerage</p>	

