









The Business Model Canvas

Designed for:

Designed by:

On:	Day:	Year:
Iteration: ¹		

<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 Logistics 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: Production Distribution Infrastructure Platform/Software Logistics Marketing Sales Service 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 Convenience Reliability/Durability Risk Reduction Cost Reduction Accessibility Integration 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: Individuals Groups Structures Communities Sectors</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 Channels</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: Cost of Goods Sold Production Distribution Marketing Sales Service Human Resources Infrastructure Platform/Software 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 Assets Usage-based Subscription Licensing Leasing/Renting/Leasing Advertising Commission Freemium Usage-based Subscription Licensing Leasing/Renting/Leasing Advertising Commission</p>		