










# 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><b>Key Partnerships:</b>          Distribution and sourcing          Reduction of financial uncertainty          Acquisition of valuable resources 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>Key Activities:</b>          Production          Problem Solving          Platform/Network</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>          Revenue          Performance          Customization          "Something that's new"          Risk-free          Price          Convenience          Reliability          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          Dedicated Personalized Assistance          Self-Service          Automated Services          Co-creation          Communities</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 Market          Niche Market          Segmented          Community          Multi-Sided Platform</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          Intellectual (Brand, Patents, Copyrights, Data)          Human          Financial</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><b>Channels:</b>          1. Direct sales          2. Retail stores          3. Partners          4. Sales force          5. Self-service          6. Agents</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 (Salaries, Rent, Utilities)          Variable Costs (Cost of Goods Sold, Shipping, Packaging)          Variable Costs (Packaging, Shipping, Utilities)          Variable Costs (Packaging, Shipping, Utilities)          Variable Costs (Packaging, Shipping, Utilities)</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 revenues?</p> <p><b>Revenue Streams:</b>          Transactional Revenue          Subscription Revenue          Usage-based Revenue          Advertising          Commission          License          Royalty          Rental          Resale          Retainer          Sponsorship          Strategic Partnership          Freemium          Multi-Sided Platform</p>			

