Business Model Canvas

Designed for: _____ By: _____ Date: _____ Version: ___

Key Partners

Who helps you? Which suppliers and allies do work you can't do yourself?

Key Activities

What must you do every week for the model to work?

Key Resources

Which people, money, brand, software or licences do you need?

Value Propositions

What problem do you solve, and why pick you over the alternatives?

Customer Relationships

Personal, self-service, automated or community?

Channels

How do customers find you, buy and receive what they paid for?

Customer Segments

Who are you creating value for? Who matters most?

Cost Structure

What are the biggest costs? Which grow with every sale?

Revenue Streams

Who pays, for what, how much and how often?

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