

BUSINESS MODEL CANVAS



 Key Partners Who do you need to work with to produce and deliver? How do you get, keep, and upsell customers? How do you interact with current and potential customers? What type of relationships do they expect working with you? 	 Key Activities What do we need to do to produce, market, and deliver? What do you need to do well to make money? What needs to be done to provide value to customer? Key Resources What is needed in order to produce, market, and deliver our solution / value proposition? 	 Value Propositions What value do you deliver to the customer? What problems do we solve and how do we solve them? 		 Customer Relations How do we get / keep / upsell customers? How do we talk about our solution? How do you interact with /type of relationship is expected of current and protentional customers? Channels How are our solutions delivered? (B2B, B2C, etc) Where can our solutions be found by customers? 	 Market & Customer Segments Who needs our solution? How many need now versus eventually? 	
Things that Cost Money		The Mission		Things that Make Money		
Cost Structure - How much will our key activities, resources, and partners cost us? - What type of cost structure are you going to be using?			- How is t	Revenue Streams & Pricing Model - How much will our key activities, resources, and partners cost us? - How is the business earning revenue? - How will we get paid / revenue stream?		



BUSINESS MODEL CANVAS



Key Partners	Key Activities	Value Propo	sitions	Customer Relations Channels	Market & Customer Segments
Things that Cost Money		The Mission		Things that Make Money	
Cost Structure				Revenue Streams & Pri	cing Model

Author: Alexander Osterwalder