

Business Model Canvas

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A one page overview of how your business creates, delivers and captures value.

Key Partners Who are our key partners and suppliers? Which key resources do we get from them?	Key Activities What key activities does our value proposition require?	Value Propositions What value do we deliver to the customer? Which problem do we solve?	Customer Relationships What relationship does each segment expect us to establish and keep?	Customer Segments For whom are we creating value? Who are our most important customers?
	Key Resources What key resources do our value propositions, channels and relationships need?		Channels Through which channels do we reach and serve our segments?	
Cost Structure What are the most important costs in our business model?			Revenue Streams For what value are customers really willing to pay? How do they pay?	