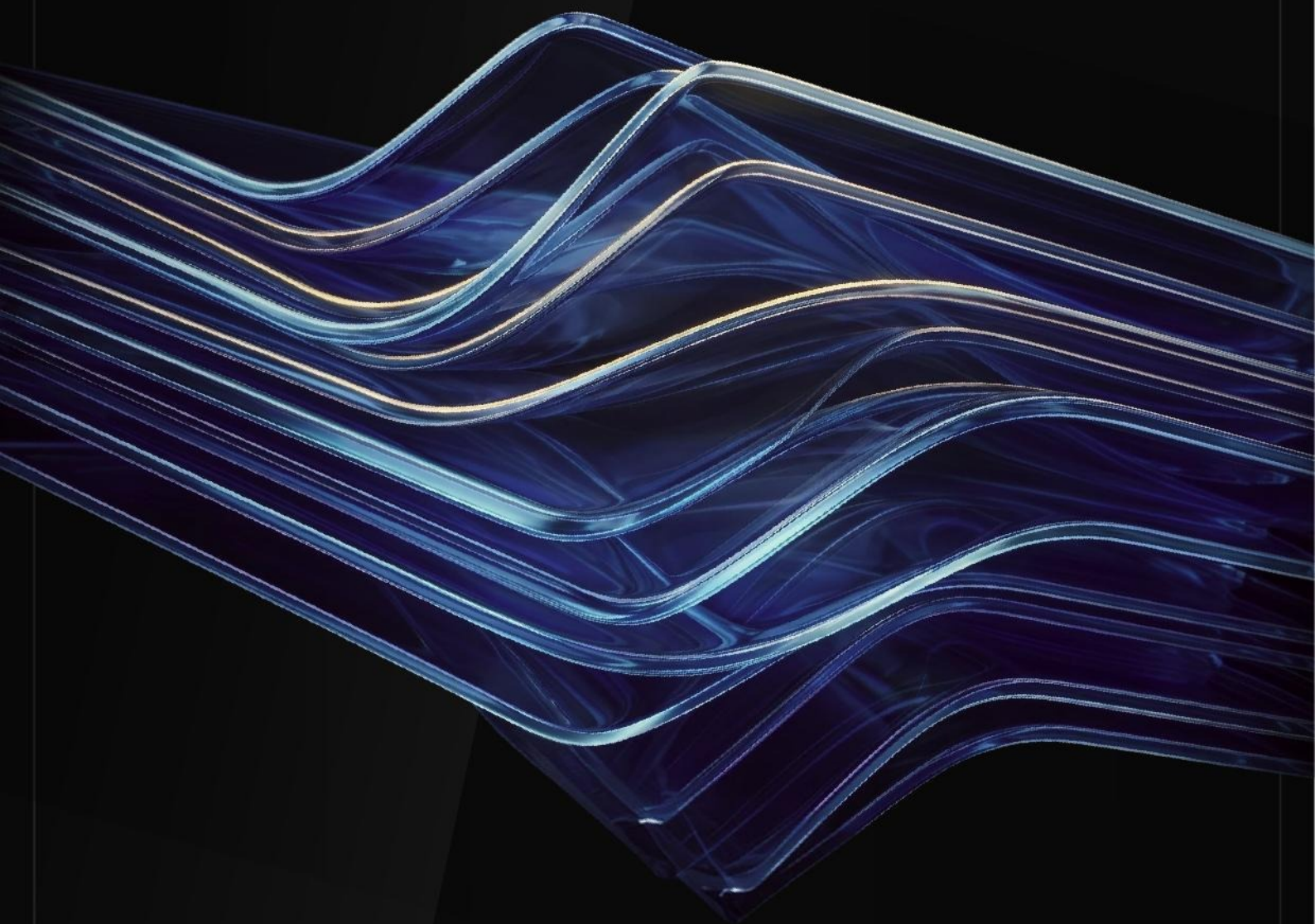


The Business Model Canvas, ready to fill in

Template · October 2026 · Marrallisa Kreijkes



HOW TO USE THIS TEMPLATE

Start with your customer, end with the numbers.

Fill in the blocks in the numbered order. Begin on the right with who you serve and what you offer them, then move left to what it takes to deliver, and finish with costs and revenue.

Use short notes, one idea per line, and draw one canvas per customer segment when segments behave differently. Date and version every canvas, so you can see how your thinking moves.

By **Marrallisa Kreijkes**, Founder of Viralistic and official n8n Ambassador

01 CHECK YOUR CANVAS

Read it back once it is full. A good canvas tells one consistent story.

- ☐ Every value proposition answers a need of a named customer segment
 - ☐ Every segment can be reached through at least one channel
 - ☐ Each revenue stream is tied to a value the customer actually pays for
 - ☐ Key activities and resources follow from the value proposition, not from habit
 - ☐ The cost structure follows from the activities, resources and partners
 - ☐ The riskiest assumptions are marked, with a way to test each one
 - ☐ The canvas is dated and versioned
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Business Model Canvas

Designed for: _____ Date: _____ Version: _____

8 KEY PARTNERS Who provides what we should not do ourselves?	7 KEY ACTIVITIES What must we do exceptionally well to deliver it?	2 VALUE PROPOSITIONS Which customer problem do we solve, and why choose us?	4 CUSTOMER RELATIONSHIPS What relationship does each segment expect from us?	1 CUSTOMER SEGMENTS For whom are we creating value?
	6 KEY RESOURCES Which assets does our value proposition depend on?		3 CHANNELS How do customers want to find, buy and receive our offer?	
9 COST STRUCTURE Which costs matter most, and what drives them?			5 REVENUE STREAMS For what value are customers truly willing to pay, and how?	

Example: Huis Brouwersgracht (fictional)

8 KEY PARTNERS Who provides what we should not do ourselves? · Online travel agencies. · A private canal boat operator. · A neighbourhood bakery. · A laundry service. · A contractor experienced with listed buildings.	7 KEY ACTIVITIES What must we do exceptionally well to deliver it? · Hosting and guest service. · Housekeeping and upkeep of a listed building. · Managing prices and availability across channels. · Writing content about the neighbourhood.	2 VALUE PROPOSITIONS Which customer problem do we solve, and why choose us? · A stay in a historic canal house with views over the water. · A host who knows the neighbourhood and plans your days with you. · A short, personal city guide instead of a generic list. · Breakfast from a bakery around the corner.	4 CUSTOMER RELATIONSHIPS What relationship does each segment expect from us? · A personal email before arrival with tips and bookable experiences. · A welcome from the host. · A handwritten note in the room. · A thank-you message after the stay with an invitation to return.	1 CUSTOMER SEGMENTS For whom are we creating value? · International couples on a city break, mainly from the UK, the US and Germany. · Business travellers in Amsterdam for a few nights who want something more personal than a chain hotel. · Returning guests celebrating an anniversary.
	6 KEY RESOURCES Which assets does our value proposition depend on? · The leased canal house and its rooms. · The host team. · The brand and its guest reviews. · The booking engine and guest data. · Professional photography of the rooms.		3 CHANNELS How do customers want to find, buy and receive our offer? · Own website with direct booking. · Online travel agencies such as Booking.com and Expedia. · Google Search and a Google Business Profile. · Instagram. · Word of mouth from previous guests.	
9 COST STRUCTURE Which costs matter most, and what drives them? · Value-driven. · Fixed: lease, salaries, insurance and software. · Variable: travel agency commissions, laundry and breakfast. · Plus maintenance of the building, photography and marketing.			5 REVENUE STREAMS For what value are customers truly willing to pay, and how? · Room nights, direct and through travel agencies (net of commission). · Breakfast. · Private canal tours and dinners booked through partners, with a margin. · Gift vouchers.	

Any questions? Get in touch.



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Plan a strategic call: calendly.com/marrallisa/30min

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