

## **BUSINESS MODEL CANVAS**



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



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Key Partners	Key Activities	Value Pr	opositions	Customer Relations Channels	Market & Customer Segments
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Cost Structure				Revenue Streams & Pri	cing Model