## **Business Model Canvas**

#### **Key Partners**



Key Activities



Value Proposition



Customer Relationships



Customer



Who are your partners and suppliers?

What key resources are we acquiring from them

What key activities do they perform?

- Strategic alliances
- **Partnerships**
- Joint Ventures

What are the most important things to do to make the business model work?

What are you great at?

What are you building and for who?

It's not about your idea or product

How do you get, activate, keep and grow customers?

Just like channels they are different in physical & virtual

# Segments

Customer Archetype -Who are they and why would they buy?

What problems are you solving?

#### Key Resources



What are your most important assets?

Finance **Physical** IΡ Human

### Channels



How does our service get from our organization to the customer?

#### Cost Structure

- What are the costs to operate the business model?
- What are the most important costs?
- What are the most expensive resources?
- What key activities are the most expensive?
- Direct costs, Indirect costs, Variable Costs

Revenue Model



Not pricing, that's tactics



# **Business Model Canvas**

