

Business model canvas



Key partners

Who are your most important partners?



Key activities

List your most important activities that help you to deliver your value proposition.



Value propositions

Single, clear, compelling message that states why you are different and important.



Customer relationships

What kind of relationship do you want to establish and maintain with your customers?



Customer segments

List your target customers.



Key resources

List the most important resources you have. Think about people, knowledge, machines, money and more.



Channels

Your path to customer.



Cost structure

List your fixed and variable costs.



Revenue streams

List your sources of revenue.