

# THE BUSINESS MODEL CANVAS

A strategic management and entrepreneurial tool

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**The Business Model Canvas**

Designed for: \_\_\_\_\_ Designed by: \_\_\_\_\_ Date: \_\_\_\_\_ Version: \_\_\_\_\_

Key Partners	Key Activities	Value Propositions	Customer Relationships	Customer Segments
	Key Resources		Channels	
Cost Structure		Revenue Streams		

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DESIGNED BY: Strategyzer AG  
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## VALUE PROPOSITION

What need/problem does your project address? What is your added value? What are the strong points compared to the competition?

## KEY PARTNERS

Do you need external providers to promote your product/service, to complete your service offer etc.?

## KEY ACTIVITIES

Which activities are essential to allow your economic model to work (production, supply chain, software development, network, platform, problems solving etc.)?

## KEY RESOURCES

What resources are essential to the functioning of your business: premises, equipment, machinery, financial resources, human resources, software, brands etc.?

## COST STRUCTURE

What are the different types of costs related to the business model (cost logic, value logic, fixed costs, variable costs, economies of scale etc.)?

## CUSTOMER SEGMENTS

For each product and/or service, what groups of individuals or organizations do you want to reach? Are you targeting mass markets, niche markets, segmented markets or others?

## CUSTOMER RELATIONSHIPS

What are the types of relationships established with each customer segment based on strategic objectives: to acquire, retain, upsell (personal assistance, self-service, automated services, communities, co-creation)?

## CHANNELS

- How will you promote/sell your product and/or service?
- How will your customers assess your product and/or service?
- What after-sales service will you provide?

## REVENUE STREAMS

What kind of income will be generated from each customer segment (from sale, subscription, rental/loan, licencing, brokerage, advertising etc.)?