

BUSINESS MODEL CANVAS

Team:

Activities

Describe the crucial activities to deliver your value proposition. Consider aspects like production, problem solving, platform, network etc.



Partners

Identify the important external partners that your business relies on. Motivations for partnerships can include Optimization, risk reduction, acquisition, etc.



Value Proposition

Defining the unique value that the business offers to its customers. Characteristics like convenience, customization, accessibility, price etc.



Customer Relationships

Describe how your business interacts with its customers. For example, personal assistance, self-service, community building, automated services etc.



Customer Segments

Outline the customers you are trying to create value for. Segmentation can include demographic details like age, location, occupation etc. Are you selling business to business or business (B2B) to consumer (B2C)?



Resources

List the essential assets required to deliver the value proposition. Examples include physical, intellectual, human, financial, etc



Channels

Describe how the business reaches and interacts with its customers. Consider different phases like awareness, evaluation, purchase, delivery, after sales etc.



Cost Structure

List the costs associated with operating the business. Consider characteristics like fixed cost, variable costs, economies of scale and scope etc.



Revenue Streams

Identify the ways in which the business generates revenue. Different types can include asset sales, usage fees, subscription fees, licensing, advertising etc.



How to use this tool:

The Business Model Canvas is a strategic management tool that helps businesses to visualize and describe their business model in a concise and comprehensive way. This tool is best used with:

Opportunity Map - Brainstorm Bundle - Storyboarding

Credits

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