









The Business Model Canvas

Designed for:

Designed by:

On: Day Month Year

Iteration: No.

<h2>Key Partners</h2>  <p>Who are our Key Partners? Who are our key suppliers? Which Key Resources are we acquiring from partners? Which Key Activities do partners perform?</p> <p>KEY RESOURCES AND PARTNERSHIPS Partnerships and alliances Indications of risk and interdependency Acquisition of particular resources and activities</p>	<h2>Key Activities</h2>  <p>What Key Activities do our Value Propositions require? Our Distribution Channels? Customer Relationships? Revenue streams?</p> <p>KEY ACTIVITIES Production Procurement Platform building Platform Network</p>	<h2>Value Propositions</h2>  <p>What value do we deliver to the customer? Which one of our customer's problems are we helping to solve? Which bundles of products and services are we offering to each Customer Segment? Which customer needs are we satisfying?</p> <p>VALUE PROPOSITIONS Innovation Performance Customization "Steering the Job Done" Design Price/Status Price Cost Reduction Risk Reduction Accessibility Convenience/Usability</p>	<h2>Customer Relationships</h2>  <p>What type of relationship does each of our Customer Segments expect us to establish and maintain with them? Which ones have we established? How are they integrated with the rest of our business model? How costly are they?</p> <p>CUSTOMER RELATIONSHIPS Personal Assistance Individual Personal Assistance Self-Service Automated Services Communities Co-creation</p>	<h2>Customer Segments</h2>  <p>For whom are we creating value? Who are our most important customers?</p> <p>MARKET SEGMENTS Mass Market Niche Market Segmented Divorced Multi-sided Platform</p>
	<h2>Key Resources</h2>  <p>What Key Resources do our Value Propositions require? Our Distribution Channels? Customer Relationships? Revenue Streams?</p> <p>KEY RESOURCES Physical Intellectual/Brand, patents, copyrights, domain Human Financial</p>		<h2>Channels</h2>  <p>Through which Channels do our Customer Segments want to be reached? How are we reaching them now? How are our Channels integrated? Which ones work best? Which ones are most cost-efficient? How are we integrating them with customer routines?</p> <p>CHANNEL PARTNERS 1. Affiliates 2. Resellers 3. Distributors 4. Partners 5. Delivery 6. After sales</p>	
<h2>Cost Structure</h2> <p>What are the most important costs inherent in our business model? Which Key Resources are most expensive? Which Key Activities are most expensive?</p> <p>FIXED COSTS Costs that do not vary with the level of production or sales volume Fixed Costs (salaries, rent, utilities) Variable costs Semi-variable costs Costs that vary with the level of production or sales volume but not proportionally Variable Costs (materials, energy, advertising) Semi-variable Costs (rent, utilities, salaries) Fixed Costs (salaries, rent, utilities) Variable costs Semi-variable costs</p>	<h2>Revenue Streams</h2>  <p>For what value are our customers really willing to pay? For what do they currently pay? How are they currently paying? How would they prefer to pay? How much does each Revenue Stream contribute to overall revenues?</p> <p>REVENUE STREAMS Asset sale Usage fee Subscription fee Licensing/branding/branding Licensing Advertising</p> <p>FIXED REVENUE Asset sale Usage fee Subscription fee Licensing/branding/branding Licensing Advertising</p> <p>REVENUE STREAMS Asset sale Usage fee Subscription fee Licensing/branding/branding Licensing Advertising</p>			

