










# THE BUSINESS MODEL CANVAS

|   |   |  |   |  |
|---|---|--|---|--|
| <p><b>KEY PARTNERS</b><br/>Network of Suppliers &amp; Partners that make the business model work.</p>  | <p><b>KEY ACTIVITIES</b><br/>Most important things company must do to make the business model work.</p>  | <p><b>VALUE PROPOSITIONS</b><br/>Describe the bundle of products &amp; services that create value for a specific customer segment.</p>  | <p><b>CUSTOMER RELATIONSHIPS</b><br/>Relationships necessary with each customer segment.</p>   | <p><b>CUSTOMER SEGMENTS</b><br/>Define different groups of people or organization or enterprise aims to reach and serve.</p>  |
|   | <p><b>KEY RESOURCES</b><br/>Key assets necessary to make business model work.</p>                        |  | <p><b>CHANNELS</b><br/>Describe how a company communicates with and reaches its customer segments to deliver a value prop.</p>   |  |
| <p><b>COST STRUCTURE</b><br/>Describe all costs incurred to operate the business model.</p>         |   |  | <p><b>REVENUE STREAMS</b><br/>Revenue each service/product can generate by audience segment. How much does every revenue stream deliver to the overall company revenue?</p>  |  |