

Business Model Canvas

Visualizing and explaining a business idea or concept

Key Partners Which key partners and suppliers do we need for the operations of our business model?	Key Activities What are the key activities to bring our value proposition alive?	Value Proposition What value do we deliver to our consumer segment(s)? Which customer desires do we address with our product/service?	Consumer Relationships What type of consumer relationship do we want to establish with our customer segment(s) (e.g. Self-Service, Personal Assistance, Communities etc.)?	Consumer Segments Which groups of people (B2C) or organizations (B2B) do we want to reach and serve?
	Key Resources What are the most important assets required to make our business model work (e.g. Physical, Human, Financial etc.)?		Channels Through which channels do we reach our consumer segment(s) and deliver our value proposition (e.g. in-house sales force, website, wholesale distribution etc.)?	
Cost Structure What are the most important variable and fixed costs to operate our business model?			Revenue Streams How do we generate revenue with our business idea? Which revenue type should be considered (e.g. Asset Sale, Subscription Fee, Licensing etc.)?	