

The Business Model Canvas

Designed for:
PREP QUESTIONS

Designed by:

Date:

Version:

<p>Key Partners </p> <p><i>Who are our key partners?</i></p> <p><i>Who are our key suppliers?</i></p> <p><i>Which key resources are we acquiring from partners?</i></p> <p><i>Which key activities do partners perform?</i></p>	<p>Key Activities </p> <p><i>Which key activities do our value propositions require?</i></p> <p><i>Our distributor channels?</i></p> <p><i>Customer relationships?</i></p> <p><i>Revenue streams?</i></p>	<p>Value Propositions </p> <p><i>What value do we deliver to the customer?</i></p> <p><i>Which one of our customers' problems are we helping to solve?</i></p> <p><i>What bundles of products and services are we offering to each segment?</i></p> <p><i>Which customer needs are we satisfying?</i></p> <p><i>What is our Minimum Viable Product?</i></p>	<p>Customer Relationships </p> <p><i>How do we get, keep, and increase customers?</i></p> <p><i>Which customer relationships have we established?</i></p> <p><i>How are they integrated with the rest of our business model?</i></p> <p><i>How costly are they?</i></p>	<p>Customer Segments </p> <p><i>For whom are we creating value? Who feels the problem we are solving most acutely?</i></p> <p><i>Who are our most important customers?</i></p> <p><i>Can we create 1 or 2 customer personas?</i></p>
	<p>Key Resources </p> <p><i>What key resources do our value propositions require?</i></p> <p><i>Our distribution channels?</i></p> <p><i>Customer relationships?</i></p> <p><i>Revenue streams?</i></p>		<p>Channels </p> <p><i>Through which channels do our customer segments want to be reached?</i></p> <p><i>How do other companies reach them now?</i></p> <p><i>Which ones work best?</i></p> <p><i>Which ones are most cost-efficient?</i></p> <p><i>How can we integrate with places/channels where customers already are?</i></p>	
<p>Cost Structure </p> <p><i>What are the most important costs inherent to our business model?</i></p> <p><i>Which key resources are most expensive?</i></p> <p><i>Which key activities are most expensive?</i></p>			<p>Revenue Streams </p> <p><i>For what value are our customers really willing to pay?</i></p> <p><i>For what do they currently pay?</i></p> <p><i>What is the revenue model?</i></p> <p><i>What are the pricing tactics?</i></p>	