BUSINESS MODEL CANVAS

\checkmark **Key Partners** Value Propositions **Customer Relationships Key Activities Customer Segments** 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? For whom are we creating value? Who are our most important customers? what value do we deliver to the customer? Which one of our customer's problems are we helping to solve? What bundles of products and services are we offering to each Customer Segment? Which customer needs are we satisfying? Who are our key suppliers? Which Key Resources are we acquairing from partners? Which Key Activities do partners perform? Revenue streams? How costly are they? 18 × **Key Resources** Channels Through which Channels do our Customer Segments want to be reached? How are we reaching them now? How are we reaching them now? How are our Channels integrated? Which ones work best? Which ones are most cost-efficient? What Key Resources do our Value Propositions require? How are we integrating them with customer routines? CHARGE, THASES J. Annotes J. Charlone J. After asker J. Charlone Š Cost Structure Revenue Streams What are the most important costs inherent in our business model? Which Key Resources are most expensive? For what do they currently pay? Which Key Activities are most expensive? How are they currently paying? How would they prefer to pay? How much does each Revenue Stream contribute to overall revenues? SAMPLE CHARACTERISTICS Fixed Costs (salaries, rents, utilities) Variable costs Economies of scale Economies of scape

