



# Business Model Canvas

Ask yourself the following questions to help you determine a high-level overview of your business plan and help you fill out the business model canvas sections on the back.

<p><b>Value Propositions</b></p> <p><b>HOW DO WE HELP OUR CUSTOMERS?</b></p> <p>What value do we deliver to the customer?</p> <p>Which one of our customers' problems are we helping to solve?</p> <p>What products and services are we offering to each segment?</p> <p>Which customer needs are we satisfying?</p> <p>What makes our solutions different or better than what is already out there?</p>	<p><b>Customer Segments</b></p> <p><b>WHO ARE OUR CUSTOMERS?</b></p> <p>Who are we creating value for?</p> <p>Who are our most important customers?</p> <p>What are the key demographics of our most important customers?</p> <p>What are the customer / brand archetypes?</p> <hr/> <p><b>Customer Relationships</b></p> <p><b>HOW DO WE GET CUSTOMERS?</b></p> <p>Do we already have customers, and if so, who are they?</p> <p>What methods will we use for sales / marketing to get new customers?</p> <p>How costly are they?</p> <p>How can we keep our existing customers happy and buying more?</p>	<p><b>Key Resources</b></p> <p><b>WHAT TOOLS, PERSONNEL AND SUPPLIES DO WE NEED?</b></p> <p>What key resources do our products and services require?</p> <p>Our distribution channels?</p> <p>Customer relationships?</p> <p>Revenue streams?</p>	<p><b>Channels</b></p> <p><b>HOW WILL WE REACH POTENTIAL CUSTOMERS?</b></p> <p>Which channels do our customer segments want to be reached through?</p> <p>How do other companies reach these customers now?</p> <p>Which channels work best?</p> <p>Which ones are the most cost-efficient?</p> <p>Which channels are the easiest or most enjoyable?</p> <hr/> <p><b>Key Partners</b></p> <p><b>WHO CAN HELP US?</b></p> <p>Who are our key partners?</p> <p>Who are our key suppliers?</p> <p>Which key resources are we acquiring from our partners?</p> <p>Which key activities do partners perform?</p>	<p><b>Key Activities</b></p> <p><b>HOW WILL WE SPEND OUR TIME?</b></p> <p>What key activities do we need to perform to create products or offer services?</p> <p>What key activities do we need for our distribution channels?</p> <p>Customer relationships?</p> <p>Revenue streams?</p> <p>Business administration?</p>
<p><b>Revenue Streams</b></p> <p><b>HOW WILL WE MAKE MONEY?</b></p> <p>What value are our customers really willing to pay for?</p> <p>What do they currently pay for?</p> <p>What is the revenue model?</p> <p>What is the pricing model?</p>		<p><b>Cost Structure</b></p> <p><b>HOW MUCH DOES IT COST TO RUN OUR BUSINESS?</b></p> <p>What are the most important costs inherent to our business model?</p> <p>Which key resources are most expensive?</p> <p>Which key activities are most expensive?</p>		