

# Business Model Canvas

CONFIDENTIAL

## Key Partners



### Key Questions

Who do we need to work with in order to produce and deliver our solutions?  
Who are our key delivery partners?  
Who are our key suppliers?  
What's the motivation for the partnership(s)?

## Key Activities



### Key Questions

What do we need to do in order to produce, market and deliver our solution?  
What key activities do our Value Propositions require?

## Value Propositions



### Key Questions

What problem do we solve, and how do we solve it?  
Which customer problems are we helping our customer solve?  
Which customer needs are we satisfying?

## Customer Relationships



### Key Questions

How do we talk to our market about our solution?  
How do we get more customers?  
How will we get, keep and grow customers?  
How are we meeting the emerging need of customers?

## Customer Segments



### Key Questions

Who needs our solutions?  
Who are our most important customers?  
How many people need our solutions right now?  
How many will eventually need it?

## Key Resources



### Key Questions

What do we need to have in order to produce, market and deliver our solutions?  
What key activities do our Value Propositions require?

## Channels



### Key Questions

How do we deliver our solutions to our customers?  
Where will customers find our solution?  
Which ones work best?  
Which are more cost efficient?

*Costs Money*

*Makes Money*

## Cost Structure



### Key Questions

How much will our key activities, resource, and partners cost us?  
What are the most expensive Key Resource?  
Which Key Activities are most expensive?

## Revenue Streams



### Key Questions

How do we get paid for the solutions we provide?  
How are they currently paying?  
How would they prefer to pay?  
What is our revenue model?  
How much does each revenue stream contribute to overall revenues?