

# A guide to help grow your idea into a profitable business

## BUSINESS MODEL CANVAS

Created by BizPlanShark (2019)

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This tool is a strategic blueprint of your business. Therefore, we recommend that you spend several days ideating and identifying key elements of this model.

Make sure that you are deliberate and strategic in focusing your business. We strongly suggest engaging experienced business operators in this process.

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## Business Model Canvas

The **BUSINESS MODEL CANVAS** is a strategic blueprint that identifies key areas of strategic focus, activities and challenges impacting your current or proposed business. It allows you to have a concise summary of operational and financial decisions that in turn empowers structured, clear conversations around your business plan and expected performance. This tool is useful for both new/proposed and existing businesses.

You will notice that the canvas incorporates several separate, but interrelated strategic elements. Discussion around each of these invariably results in better strategic and operational focus, clarity and understanding of how individual pieces of your business fit together.

By bringing the most important elements of your business together on a single page, this document acts as an excellent summary of your business model and encourages dialogue and ideation around most important decisions you will make for your business or organization.

### WHERE TO BEGIN?

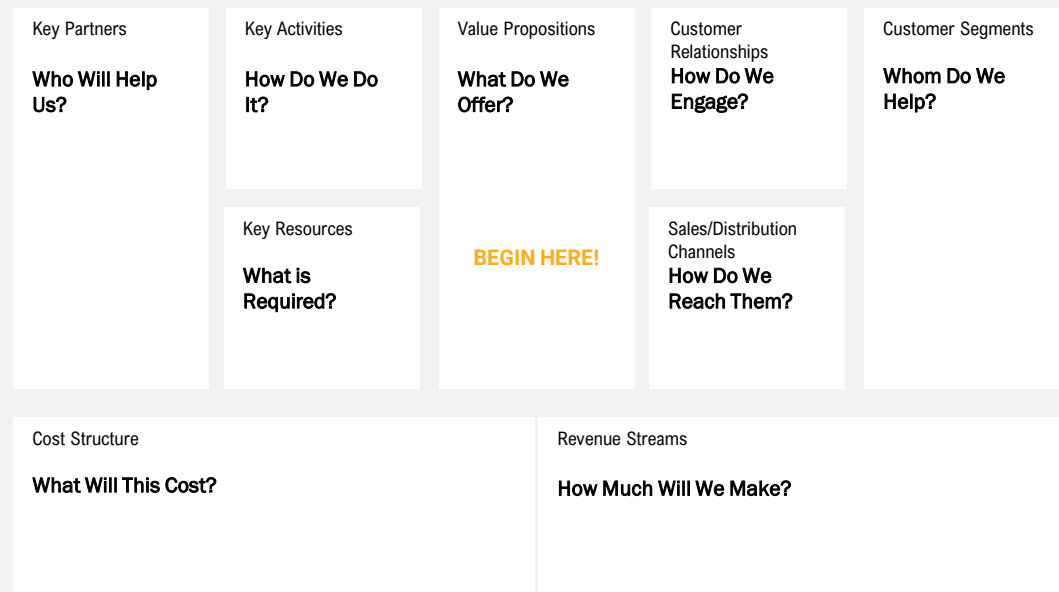
As with anything, the toughest question is: Where do I start? The business model canvas is best tackled by answering key questions in each box representing a key strategic element. By filling out each building block at a time and focusing on deliberate strategic decisions, you will come up with a clear, uncluttered understanding of what is required to make your business a success.

Begin with a blank document and if needed use a pencil or sticky notes to capture different ideas and to move them around your canvas. If you have a whiteboard – even better.

Use it to replicate this template and capture key thoughts and ideas using sticky notes.

One important element of business model design is continued ideation and improvement. Make sure not to stop with your first idea or version of this canvas. Work through questions, issues and challenges to refine your business model and develop a lean strategic blueprint.

To your success,  
[BizPlanShark](#)



## Business Model Canvas

<p>Key Partners</p> <p><b>Who Will Help Us?</b></p> <p>Who are our key partners? How do we attract, motivate and engage them?</p>	<p>Key Activities</p> <p><b>How Do We Do It?</b></p> <p>What activities are needed to deliver on our value proposition? What matters to our customer relationships, distribution channels, revenue generation, etc.?</p>	<p>Value Propositions</p> <p><b>What Do We Offer?</b></p> <p>At its basic level – what need or deficiency are we satisfying? What value do we bring and deliver to our customers?</p>	<p>Customer Relationships</p> <p><b>How Do We Engage?</b></p> <p>What is needed to successfully engage our customers? What do they expect? How can we build that into the processes that we internalize? What kinds of relationships do our customers expect us to build with them?</p>	<p>Customer Segments</p> <p><b>Whom Do We Help?</b></p> <p>What are all the different types of customers we could serve? Of these, with whom would our value proposition resonate the most? Which customer group becomes the most important audience in terms of value proposition fit and ability to generate revenue?</p>
	<p>Key Resources</p> <p><b>What is Required?</b></p> <p>What resources are needed to deliver our value proposition?</p>		<p>Sales/Distribution Channels</p> <p><b>How Do We Reach Them?</b></p> <p>Which channels are important to our customer audience(s)? How do we reach them through these channels? How much will this cost? How do we automate this and internalize it?</p>	
<p>Cost Structure</p> <p><b>What Will This Cost?</b></p> <p>What are the most important costs in our business? What activities we engage in are the most expensive? Do the highest costs of our business result in revenue generation? How do our costs help us make money?</p>			<p>Revenue Streams</p> <p><b>How Much Will We Make?</b></p> <p>What aspect of our product and service offering will our customers pay for? How much will they pay? How quickly and how often would they pay? What are our different revenue streams? Which revenue streams generate the most profit?</p>	