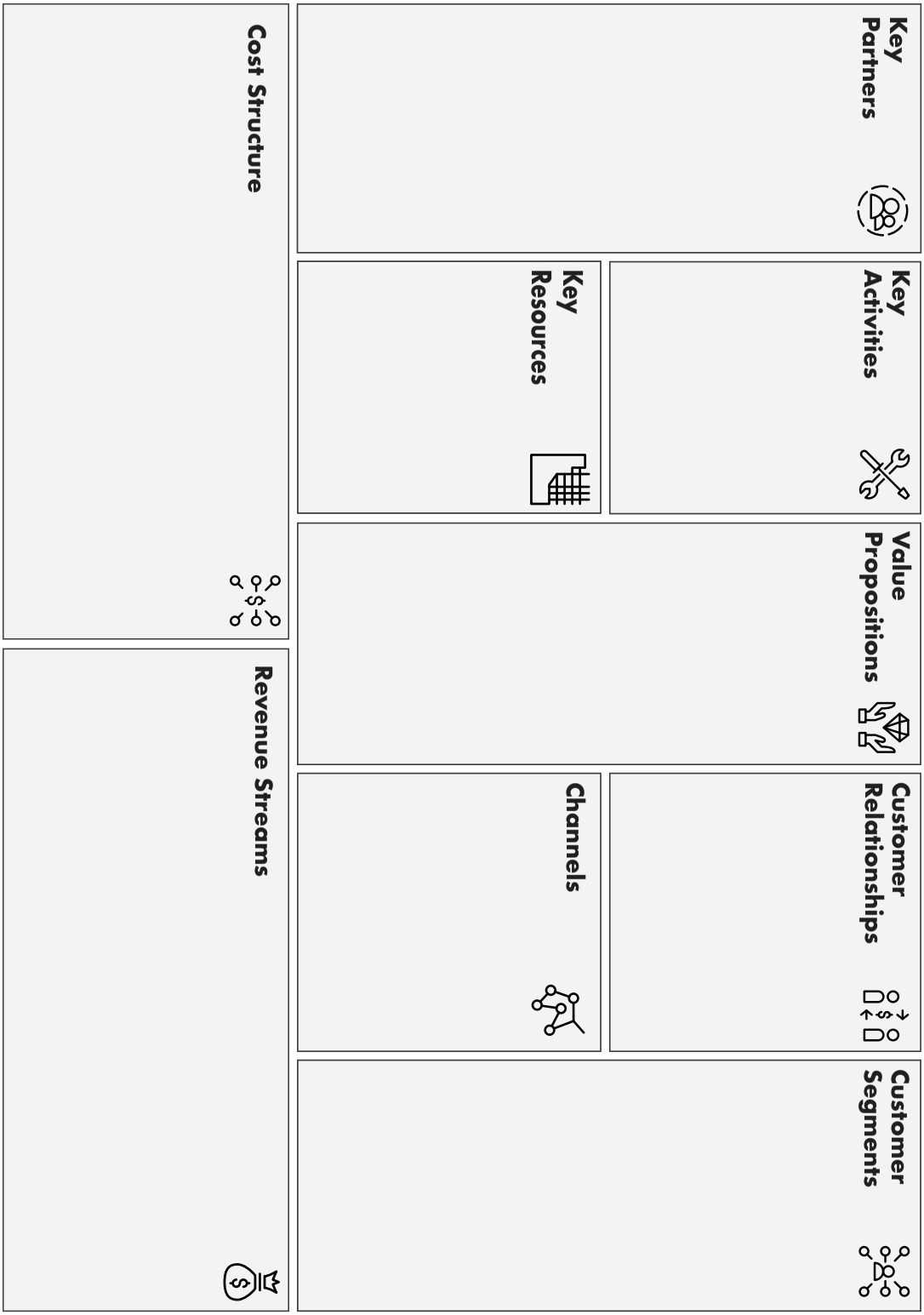
BUSINESS MODEL CANVAS
TOOL

The Business Model Canvas is a framework to help you plan your business model while addressing the needs of all of your customer segments.



BUSINESS MODEL CANVAS
EXAMPLE

Key Partners
- Partners
- Suppliers
- Resources you use from partners
- Activities performed by partners

Key Activities
- Activities required by your value propositions
- Geographies
- Client relationships
- Revenue streams

Key Resources
- Resources required by your value propositions
- Distribution channels
- Customer relationships
- Revenue streams

Value Propositions
- What value do you deliver to your customer?
- Customer problems you are helping to solve
- Services offered
- Customer needs you are satisfying

Characteristics
- Newness
- Performance
- Customisation
- Getting the job done
- Brand / status
- Price / cost reduction
- Risk reduction
- Accessibility
- Convenience / usability

Customer Relationships
- Expected customer - client relationships
- Which are established?
- How do they fit with the rest of your business model?
- How costly are they?

Channels
- Which channels are your customer using?
- Which do they want to communicate with you on?
- How best to reach them?
- Which are cost effective?

Customer Segments
- How many groups do your different types of customers fit into?
- Who are you creating value for?
- Who are your most important customers?

Cost Structure
- Key costs in your business model
- Most costly key resources
- Most costly key activities

Revenue Streams
- What do customers most value?
- What are they willing to pay?
- What are they currently paying?
- How are they currently paying?
- How would they like to pay?
- How much does each revenue stream contribute to your overall revenue?

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