The Business Model Canvas

**Cost Structure**

- What are the most important costs inherent in our business model?
- Which Key Resources are most expensive?
- Which Key Activities are most expensive?

**Revenue Streams**

- For what value are our customers really willing to pay?
- For what do they currently pay?
- How are they currently paying?
- How much does each Revenue Stream contribute to overall revenues?

**Channels**

- Through which Channels do our Customer Segments want to be reached?
- How are we reaching them now?
- How are our Channels integrated?
- Which ones work best?
- Which ones are most cost-efficient?
- How are we integrating them with customer routines?

**Customer Relationships**

- What type of relationship does each of our Customer Segments expect us to establish and maintain with them?
- How are they integrated with the rest of our business model?
- How costly are they?

**Value Propositions**

- 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?

**Key Resources**

- What Key Resources do our Value Propositions require?

**Key Activities**

- What Key Activities do our Value Propositions require?
- Our Distribution Channels?
- Customer Relationships?

**Key Partners**

- Who are our Key Partners?
- Who are our key suppliers?
- Which Key Resources are we acquiring from partners?
- Which Key Activities do partners perform?

**Value Propositions**

- Our Distribution Channels?
- Customer Relationships?

**Customer Segments**

- For whom are we creating value?
- Who are our most important customers?

**Key Resources**

- What Key Resources do our Value Propositions require?

**Key Activities**

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**Key Partners**

- Who are our Key Partners?

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