

Business Model Canvas Explainer

Key Partners

Describes the network of suppliers and partners that make your business model work.

Questions to be Answered:

- Who are your Key Partners?
- Who are your key suppliers?
- What additional type of partners or suppliers could further enhance your business model?

Key Activities

Describes the most important things your company must do to make your business model work.

Questions to be Answered:

- What key activities do you require to make, deliver and sustain your value propositions?

Key Resources

Describes the most important assets required to make your business model work. They can be physical, financial, intellectual or human; and can be owned or leased or acquired from key partners.

Questions to be Answered:

- What key resources do you require to make, deliver and sustain your value propositions?

Value Propositions

Describes the bundle of products and services that create value for each of your customer segments, starting with your primary segment.

Questions to be Answered:

- What value do you deliver to each customer segment? Specifically, what need (or problem) are you satisfying (or solving)?
- How unique or differentiated is your value proposition relative to other alternatives?
- What bundles of products and services make up your value proposition to each Customer Segment?

Customer Relationships

Describes your customer relationship management with specific customer segments for awareness, support and upselling.

Questions to be Answered:

- What channels do you use for customer support/relationship management?
- Which ones work best for your customers?
- Which ones are most cost-efficient?

Channels (Distribution)

Describes the sales/distribution channels you use to deliver your proposition to your customer segments,

Questions to be Answered:

- How do you currently serve your customer segments today?
- Which ones work best for your customers?
- Which channels are most cost-efficient?

Customer Segments

Defines the different groups of people or organizations your business aims to reach and serve. You have different customer groups if they require a different offer, different distribution channels/support channels and if they have substantially different profitabilities.

Questions to be Answered:

- Who are your current customer segments?
- Who are your most important customers?
- Are there segments you desire to reach but currently do not serve?

#BUILDBETTER

Cost Structure

Describes all costs incurred to operate your business model.

Questions to be Answered:

- What are the most important costs inherent in your business model?
- Which key resources are most expensive?
- Which key activities are most expensive?
- Where could technology drastically cut down your costs?

Revenue Streams

Represents the revenue your company generates from each customer segment.

Questions to be Answered:

- What are the key revenue streams of your business?
- What is the nature of each revenue stream (i.e. one-off/transaction based, recurring, subscription, etc)
- How much does each revenue stream contribute to overall revenues?

Business Model Canvas

Business Name:

Key Partners

Key Activities

Value Propositions

Customer Relationships

Customer Segments

Key Resources

Channels

Cost Structure

Revenue Streams