

Business Model Canvas

Key Partners

Whom will you work with to run the business? Name your partners and the roles they will take on.

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Key Activities

What are the tasks and activities to keep the business running every day?

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Key Resources

What are the tangible and intangible things you will use to make the product?

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Value Proposition

What need are you trying to address?
What value will your product bring to the target audience?

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Customer Relationships

What relationships will you establish with each customer segment?

3

Channels

Where will your product be available?
List the ways you plan to reach your target audience.

4

Customer Segments

Who is your target market?
What are the characteristics of your early adopters? List the groups that you expect to use your product.

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Cost Structure

What are the fixed and variable costs of launching your product?
Consider the cost at each stage - from setting up and hiring all the way to marketing and distribution.

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Revenue Streams

How will you generate income? Show a pricing model of your product or service and include other revenue sources, such as sales and subscription fees.

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