

The Business Model Canvas

Project Title/Name		Mission Statement		
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?	Key Activities What Key Activities do our Value Propositions require? What do our Distribution Channels require? What do our Customer Relationships require? What do our Revenue Streams require?	Value Propositions What value do we deliver to the customer? Which of our customers' problems are we helping to solve? What are we offering each Customer Segment? Which customer needs are we satisfying?	Customer Relationships What type of relationship does each Customer Segment expect us to establish and maintain? How are they integrated with the rest of our business model? How costly are they?	Customer Segments For whom are we creating value? Who are our most important customers?
	Key Resources What Key Resources do our Value Propositions require? What do our Distribution Channels require? What do our Customer Relationships require? What do our Revenue Streams require?		Distribution Channels Through which Channels do our Customer Segments want to be reached? How are our Channels integrated? Which are most cost-effective? How are we integrating them with customer routines?	
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? Is your project cost-driven (low price value proposition, maximum automation) or value-driven (premium value proposition)?		Revenue Streams For what value are our customers really willing to pay? For what do they currently pay? How are they currently paying / how would they prefer to pay? How much does each revenue stream contribute to overall revenues?		