The Business Model Canvas

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

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

**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 our customer segment?
- Which customer needs are we satisfying?

**Customer Relationships**
- What type of relationship does each of our Customer Segments expect us to establish and maintain with them?
- Which ones have we established?
- How are we integrating them with the rest of our Business Model?

**Customer Segments**
- For whom are we creating value?
- Who are our most important customers?
- Mass Market
- Niche Market
- Segmented
- Diversified
- Multi-sided Platform

**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?

**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?