

# BUSINESS MODEL CANVAS

## Key Partners



Who are our key partners to get competitive advantage?

## Key Activities



What are the key steps to move ahead to your customers?

## Key Propositions



What problem do we solve, and how do we solve it?

## Customer Relationships



How do we talk to our market about our solution?  
How do we get more customers?

## Customer Segments



Who needs our solution?  
How many people need our solution right now?  
How many will eventually need it?

## Key Resources



What resources do we need to make your idea work?

## Channels



How do we deliver our solution to our customer?

## Cost Structure

How much will our key activities, resources and partners cost us?



## Revenue Streams

How will we get paid for the solution we provide?

