

Business Model Canvas

1. Define each element of business model canvas

Who are our most important customers? - Customer Segments

What Key Resources do our Value Propositions require? - Key Resources

How are we integrating them with customer routines? – Channels

What Key Activities do our Value Propositions require? - Key Activities

Which ones have we established? - Customer Relationships

Which Key Activities are most expensive? - Cost Structure

How are they currently paying? - Revenue Streams

Which customer needs are we satisfying? - Value Proposition

Who are our Key Suppliers? - Key Partners

2. Define each component in 'Cost structure' and 'Revenue stream'

Cost structure – Value Proposition, Key Partners, Key Activities and Key Resource

Revenue Stream – Value Proposition, Customer Relationships, Channel and Customer Segments