

Business Model Canvas

1. What Is The Business Model Canvas and Why Do I Need It?

A business model canvas is simply a design for the successful operation of a business. It's how you create value for yourself (e.g. make money) while delivering products or services to your customers.

The business model canvas is a great tool to help you understand a business model in a straightforward, structured way. Using this canvas will lead to insights about the customers you serve, what value propositions are offered through what channels, and how your company makes money. You can use the business model canvas to understand your own business model or that of a competitor.

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

3. 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