Business Model Canvas

Business Model Canvas is a strategic management and lean startup template for developing new or documenting existing business models. It is a visual chart with elements describing a business and/or product's value proposition, infrastructure, customers, and finances. It assists our business in aligning our activities by illustrating potential trade-offs.

\equiv බ **Key Activities Value Proposition** Customer Relationships **Key Partners Customer Segments** Who are our key partners? What What key activities do our Value What value do we deliver to the What type of relationship do our For whom are we creating value for? resources are we acquiring from Proposition require? Distribution customer? What problems are we trying customers expect? How do we establish Who are our most important customers? partners? Which Key Activities do channels? Customer relationships? to solve? What products and services do and maintain the relationship? How pertners perform? Revenue streams? we offer? profitable or costly are customers? **Key Resources** Channels What key resources do our Value Through which Channels do out Proposition require? Distribution Customer Segments want to be channels? Customer Relationships? reached? How are we reaching out to Revenue Streams? them? How are our channels integrated? What's working best? What's the most cost effective? **Cost Structure Revenue Streams** What are the most important cost inherent in our For what value are our customers willing to pay? What business model? Which key resources are most do they currently pay? How do they currently pay? How expensive? Whaich key activities are most expensive? much does each revenue stream contribute to overall revenue? 8

