

BUSINESS MODEL CANVAS

Use this tool to flesh out an idea and assess how viable and feasible it is

Key partners

List the partners that you can't do business without (not suppliers).

Key activities

What do you do every day to run your business model?

Key resources

The people, knowledge, means, and money you need to run your business.

Value proposition

What are your products and services? What is the job you get done for your customer?

Customer relationships

How does this show up and how do you maintain the relationship?

Channels

How do you communicate with your customer? How do you deliver the value proposition?

Customer segments

List the top three segments. Look for the segments that provide the most revenue.

Cost structure

List your top costs by looking at activities and resources.

Revenue streams

List your top three revenue streams. If you do things for free, add them here too.