## The Business Model Canvas

<table>
<thead>
<tr>
<th>KEY PARTNERS</th>
<th>KEY ACTIVITIES</th>
<th>VALUE PROPOSITIONS</th>
<th>CUSTOMER RELATIONSHIPS</th>
<th>CUSTOMER SEGMENTS</th>
</tr>
</thead>
</table>
| Who else do you need to make your model work?  
- Suppliers  
- Partners | What things must YOU do?  
OR  
What can’t you outsource to win? | What problem do you solve for your Customer Segments?  
OR  
What jobs do you do? | What type(s) of relationship does the customer have with you? | Who do you serve?  
- identifiable,  
Addressable demographics |

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<tr>
<th>KEY RESOURCES</th>
<th>CHANNELS</th>
<th>COST STRUCTURE</th>
<th>REVENUE STREAMS</th>
</tr>
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</table>
| What resources do you need to carry out your Key Activities? | How do customers:  
- Find you?  
- Buy?  
AND  
How do you deliver? | What does it cost to operate the model?  
Are your costs fixed or variable? | How do you get paid? |