

# Business Model Canvas

<b>Key Partners</b>  Who are your key partners? Who are your key suppliers? Which key resources are we acquiring from our key partners? Which key activities do our key partners perform?	<b>Key Activities</b>  Which key activities do our value propositions require? Our distribution channels? Customer relationships? Revenue streams?	<b>Value Proposition</b>  What value do we deliver to our customers? Which of our customer's problems are we helping to solve? What bundles of products and services are we offering to each customer segment? Which customer needs are we satisfying?	<b>Customer Relationships</b>  Which type of relationship does each of our customer segments expect us to establish and maintain with them? Which ones have we established? How are they integrated with the rest of our business model? How costly are they?	<b>Customer Segments</b>  For whom are we creating value? Who are our most important customers?
<b>Cost Structure</b>  What are the most important costs inherent in our business model? Which key resources are the most expensive? Which key activities are the most expensive?	<b>Key Resources</b>  What key resources do our value propositions require? Our distribution channels? Customer relationships? Revenue streams?		<b>Channels</b>  Through which channels do our customers want to be reached? How are we reaching them now? How are our channels integrated? Which ones work best? Which ones are most cost efficient?	
		<b>Revenue Streams</b>  For what value are our customer really willing to pay? For what do they currently pay? How are they currently paying? How much would they prefer to pay? How much does each revenue stream contributing to overall revenues?		