

The Business Model Canvas

Key Partners Who are the buyers, suppliers, organizations, and businesses you must build relationships with? What partnerships or alliances will support your core business activities and help you deliver your value proposition to your customers?	Key Activities What are the key activities you must focus on to deliver your value proposition? List only those activities that directly contribute to generating revenue for your business. Examples include: - Direct sales - R&D - Hosting events/workshops - Creating a website/content	Value Proposition & USP What products or services will you provide to meet your customers' needs? How will your business stand out from competitors? What specific challenges will you help your customers overcome?	Customer Relationships How will you connect with your target audience and build ongoing relationships? Examples include: - Email - Social media - Workshops - Thank you cards/letters - Blog - YouTube channel/Podcast - Events	Customer Segments Which group(s) of customers will you serve? Who will benefit most or find the greatest value in your product or service? Who are you solving the problem for? Niche Market/Target Audience: Identify the habits, interests, and hobbies of those who need your products or services.
	Key Resources What resources are essential for creating value and sustaining your business? Examples include: - Website - Online marketplaces - Office space - Supplies/equipment - Software - Staff - Transportation		Channels What channels will you use to reach your target audience and deliver your products, services, or business information? Which platforms are your target customers using to search for your offerings? Examples include: - Search Engines - Online profiles/Directories - Service apps/Marketplaces	
Cost Structure What are the costs of starting and running your business, including key activities, resources, and partnerships? Examples include: - Legal, insurance, and accounting - Hosting, website, and software - Equipment, supplies, and materials - Office space/Staff - Advertising/Marketing/Prototyping/R&D/Testing			Revenue Streams How will you price your products or services? How will customers make payments (online, in-person, subscription, third-party platforms, etc.)? List all potential revenue streams for your business and estimate how much each will contribute to your total revenue.	

Business Model Canvas Template

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