

# The Business Model Canvas

<p><b>Key Partners</b></p> <p>Who are the buyers, suppliers, organizations, and businesses you must build relationships with?</p> <p>What partnerships or alliances will support your core business activities and help you deliver your value proposition to your customers?</p>	<p><b>Key Activities</b></p> <p>What are the key activities you must focus on to deliver your value proposition?</p> <p>List only those activities that directly contribute to generating revenue for your business.</p> <p>Examples include:</p> <ul style="list-style-type: none"> <li>- Direct sales</li> <li>- R&amp;D</li> <li>- Hosting events/workshops</li> <li>- Creating a website/content</li> </ul>	<p><b>Value Proposition &amp; USP</b></p> <p>What products or services will you provide to meet your customers' needs?</p> <p>How will your business stand out from competitors?</p> <p>What specific challenges will you help your customers overcome?</p>	<p><b>Customer Relationships</b></p> <p>How will you connect with your target audience and build ongoing relationships?</p> <p>Examples include:</p> <ul style="list-style-type: none"> <li>- Email</li> <li>- Social media</li> <li>- Workshops</li> <li>- Thank you cards/letters</li> <li>- Blog</li> <li>- YouTube channel/Podcast</li> <li>- Events</li> </ul>	<p><b>Customer Segments</b></p> <p>Which group(s) of customers will you serve? Who will benefit most or find the greatest value in your product or service?</p> <p>Who are you solving the problem for?</p> <p>Niche Market/Target Audience:</p> <p>Identify the habits, interests, and hobbies of those who need your products or services.</p>
<p><b>Key Resources</b></p> <p>What resources are essential for creating value and sustaining your business?</p> <p>Examples include:</p> <ul style="list-style-type: none"> <li>- Website</li> <li>- Online marketplaces</li> <li>- Office space</li> <li>- Supplies/equipment</li> <li>- Software</li> <li>- Staff</li> <li>- Transportation</li> </ul>			<p><b>Channels</b></p> <p>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?</p> <p>Examples include:</p> <ul style="list-style-type: none"> <li>- Search Engines</li> <li>- Online profiles/Directories</li> <li>- Service apps/Marketplaces</li> </ul>	
<p><b>Cost Structure</b></p> <p>What are the costs of starting and running your business, including key activities, resources, and partnerships?</p> <p>Examples include:</p> <ul style="list-style-type: none"> <li>- Legal, insurance, and accounting</li> <li>- Hosting, website, and software</li> <li>- Equipment, supplies, and materials</li> <li>- Office space/Staff</li> <li>- Advertising/Marketing/Prototyping/R&amp;D/Testing</li> </ul>		<p><b>Revenue Streams</b></p> <p>How will you price your products or services?</p> <p>How will customers make payments (online, in-person, subscription, third-party platforms, etc.)?</p> <p>List all potential revenue streams for your business and estimate how much each will contribute to your total revenue.</p>		

## Business Model Canvas Template

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