

BUSINESS NAME:

FILLED BY:

DATE SUBMITTED:

| 1. VALUE PROPOSITIONS | 2. CUSTOMER SEGMENTS | 3. CHANNELS | 4. CUSTOMER RELATIONSHIPS | 5. KEY RESOURCES |
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| <ul style="list-style-type: none"> • What value do we deliver to the customer? • Which one 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? <div style="border: 1px solid black; height: 250px; width: 100%;"></div> | <ul style="list-style-type: none"> • For whom are we creating value? • Who are our most important customers? <div style="border: 1px solid black; height: 250px; width: 100%;"></div> | <ul style="list-style-type: none"> • Through which Channels do our Customer Segments 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? • How are we integrating them with customer routines? <div style="border: 1px solid black; height: 250px; width: 100%;"></div> | <ul style="list-style-type: none"> • What 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? <div style="border: 1px solid black; height: 250px; width: 100%;"></div> | <ul style="list-style-type: none"> • What Key Resources do our Value Propositions require? • Our Distribution Channels? • Customer Relationships? • Revenue Streams? <div style="border: 1px solid black; height: 250px; width: 100%;"></div> |
| 6. KEY ACTIVITIES | 7. KEY PARTNERS | 8. COST STRUCTURE / CASH OUT | | |
| <ul style="list-style-type: none"> • What Key Activities do our Value Propositions require? • Our Distribution Channels? • Customer Relationships? • Revenue streams? <div style="border: 1px solid black; height: 250px; width: 100%;"></div> | <ul style="list-style-type: none"> • Who are our Key Partners? • Who are our key suppliers? • Which Key Resources are we acquiring from partners? • Which Key Activities do partners perform? <div style="border: 1px solid black; height: 250px; width: 100%;"></div> | <ul style="list-style-type: none"> • What are the most important costs inherent in our business model? • Which Key Resources are most expensive? • Which Key Activities are most expensive? <div style="border: 1px solid black; height: 250px; width: 100%;"></div> | | |
| | | 9. REVENUE STREAMS / CASH IN | | |
| | | <ul style="list-style-type: none"> • For what value are our customers really willing to pay? • For what do they currently pay? • How are they currently paying? • How would they prefer to pay? • How much does each Revenue Stream contribute to overall revenues? <div style="border: 1px solid black; height: 250px; width: 100%;"></div> | | |