

Create



Business Model Canvas

As you move toward implementation, a Business Model Canvas will help you think through some key aspects of your idea, whether it's a product, service, or business.

Who will help you? Who are your key partners/suppliers? What are the most important motivations for the partnerships?	How do you do it? What key activities does your value proposition require? What activities are most important for your distribution channels, customer relationships, revenue streams, etc?	What do you do? What core value do you deliver to your audience? Which needs are you satisfying?	How do you interact? What relationship does the target audience expect you to establish? How can you integrate that into your work in terms of cost and format?	Who do you help? Which groups are you creating value for? Who is your most important audience?
What will it cost? What are the most important costs in your work? Which key resources/activities are most expensive?	What do you need? What key resources does your value proposition require?	How do you reach them? Through which channel does your audience want to be reached? Which channels work best? How much do they cost? How can they be integrated into your and your audience's routines?	How much will you make? For what value are your audiences willing to pay? What and how do they recently pay? How would they prefer to pay? How much does every revenue stream contribute to the overall revenues?	