










PROJECT AUTHOR DATE VERSION

KEY PARTNERS 	KEY ACTIVITIES 	VALUE PROPOSITION 	CUSTOMER RELATIONSHIPS 	CUSTOMERS SEGMENTS 
	KEY RESOURCES 		CHANNELS 	
COST STRUCTURE 			REVENUE STREAMS 	

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<p>KEY PARTNERS </p> <ul style="list-style-type: none"> › Who are your most important partners and suppliers (or investors, associates, companies, distributors, etc.)? › Which partners help you carry out activities that you do not perform in-house? › Which partners provide you with the resources you don't have in-house? 	<p>KEY ACTIVITIES </p> <ul style="list-style-type: none"> › What activities are key to delivering on your value proposition? 	<p>VALUE PROPOSITION </p> <ul style="list-style-type: none"> › What needs/problems do you address? › What value do you generate? › What are you actually giving your clients? › What are the features of your product/service? › What are the advantages of your offering? 	<p>CUSTOMER RELATIONSHIPS </p> <ul style="list-style-type: none"> › How would you describe your relationship with your clients? (e.g., transaction-based, community-oriented, personalized) › What type of relationship do your clients seek? 	<p>CUSTOMERS SEGMENTS </p> <ul style="list-style-type: none"> › Who do you create value for? › Who are your target clients or target client segments? › Who are your biggest clients? › What needs must they satisfy? › What problems must they solve? › What is their profile? (e.g., age, gender, income level, lifestyle)
<p>COST STRUCTURE </p> <ul style="list-style-type: none"> › What is the cost of your key activities and key resources? (fixed and variable) › What are the costliest aspects of your business model? 		<p>REVENUE STREAMS </p> <ul style="list-style-type: none"> › Where do your revenues come from? › How do your clients pay? How do they prefer to pay? (e.g., fees, sales agreement, contract agreement, subscription agreement, rental/leasing agreement, licensing agreement) › What are your most profitable products or services? 		