

PROJECT

AUTHOR

DATE

VERSION

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

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KEY PARTNERS  > 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 do not have in-house?	KEY ACTIVITIES  > What activities are key to delivering on your value proposition?	VALUE PROPOSITION  > 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?	CUSTOMER RELATIONSHIPS  > How would you describe your relationship with your clients (e.g., transaction-based, community-oriented, personalized)? > What type of relationship do your clients seek?	CUSTOMER SEGMENTS  > 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)?
COST STRUCTURE  > What is the cost of your key activities and key resources (fixed and variable)? > What are the costliest aspects of your business model?			CHANNELS  > How do you reach out to your clients? > Through what channels do you distribute your products or services? > Through what channels do you communicate with your clients?	REVENUE STREAMS  > 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?