

Business Model Canvas

Describe, visualize, access, and change

A business model describes the rationale of how an organization creates, delivers, and captures value.

Value Proposition

This segment describes the services and resources that create value for your customers.

Ask: How are you solving problems and satisfying needs?

Customer Segments

Defines the different groups of people & organizations you aim to reach and serve.

Ask: For whom are you creating value? Who is your target audience?

Customer Relationships

The type of relationship you establish with your customer segments.

Ask: How do you interact and maintain your current customer relationships? How do you cultivate new customers?

Key Resources

This segment identifies the tools required to get the job done.

Ask: What are the basic items that you need to get your service up and running? Can you repurpose existing resources to your advantage?

Key Activities

This segment describes the most important things you do to make your service model work. A Key Activity is something that delivers the most value to your customers.

Ask: What activities provide the most value to your customers?

Key Partners

This segment describes your current & potential partners.

Ask: What complementary networks can help you enact a new service? Who offers services you cannot provide?

Channels

This segment describes how you will communicate with your customers to promote your services.

Ask: How will you reach your customers? What free marketing channels are available?

Revenue Stream & Cost Structure

These segments describe how what costs and what your customers are willing to pay for your services.

Ask: How much will this cost? What costs are already covered? Do you need additional funding? Can that funding be secured through grants?

Activity

Think, pair, share!

It's YOUR business model! Focus on one section or all - whatever works for you!

