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 segments 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 segments 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 your 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?

View slides: bit.ly/njbizbric
It's your business model. Focus on one section or all - whatever works for you!

Think. Pair. Share.

Activity