



BUSINESS MODEL CANVAS

<p>KEY PARTNERS</p> <p><i>The network of suppliers and partnerships that make your Value Proposition work.</i></p> <p>Strategic Alliances</p> <p>Cooperative Models</p> <p>Buyer/Supplier Relationships</p> <p>Strategic Partnerships</p> <p>#8</p>	<p>KEY ACTIVITIES</p> <p><i>The most important actions a company must take to operate successfully.</i></p> <p>What solution/service are you offering?</p> <p>How will you deliver Value Proposition?</p> <p>#6</p>	<p>VALUE PROPOSITIONS</p> <p><i>How this business will solve the customer's problem, and satisfy needs.</i></p> <p>How will you help your customer?</p> <p>Why will your customer buy from you?</p> <p>How will you get your customers attention?</p> <p>#1 or 2</p>	<p>CUSTOMER RELATIONSHIPS</p> <p><i>What type of relationship does the company want to establish with their customer segment?</i></p> <p>Personal</p> <p>Self Service</p> <p>Automated Service</p> <p>Community Connections</p> <p>Co-creation</p> <p>#4</p>	<p>CUSTOMER SEGMENTS</p> <p>Who is your ideal customer?</p> <p>Demographic?</p> <p>Characteristics?</p> <p>Common Needs?</p> <p>Common Behaviours?</p> <p>Common Attributes?</p> <p>Who needs your product the most?</p> <p>#1 or 2</p>
<p>COST STRUCTURE</p> <p><i>The most important costs incurred to operate the business model.</i></p> <p>Is your business model:</p> <p>Cost driven? Cost Sensitive? Have Variable Costs?</p> <p>Fixed Costs? Value Driven?</p> <p>#9</p>		<p>REVENUE STREAMS</p> <p>Average price?</p> <p>How much will a customer pay?</p> <p>How many customers do you need to reach your break-even point?</p> <p>How many revenue streams do you have?</p> <p>Wholesale – Retail – Direct</p> <p>#5</p>		



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	<u>KEY RESOURCES</u>		<u>CHANNELS</u>	
<u>COST STRUCTURE</u>			<u>REVENUE STREAMS</u>	