

BUSINESS MODEL CANVAS

Customers <i>Who are our target segments of customers and users?</i>	Communication <i>What brand do we use? What are the key messages, and how do we engage customers?</i>	Proposition <i>What benefits do we enable our customers to achieve?</i>	Advantages <i>What do we do together better than our competitors?</i>	Partners <i>Who are the external partners to help us create and deliver the offerings?</i>
	Channels <i>Which types of distribution channels will we use to reach customers?</i>		Resources <i>What are the main internal resources to create and deliver the offerings?</i>	
	Relationships <i>What kind of relationship do customers seek with us, and each other?</i>	Products & Services <i>What products and services do we bring together for our customers?</i>	Processes <i>What are the main internal activities to create and deliver the offerings?</i>	
Revenue streams <i>What are the main sources of revenue, and which could be largest?</i>	Pricing models <i>How, when and how often will we charge customers?</i>	Cost streams <i>What are the most significant ongoing costs to create and deliver the offerings?</i>	Investments <i>How much do we need to spend before we start earning?</i>	