



Sterling Entrepreneur Help

Section 2: Business Model Canvas

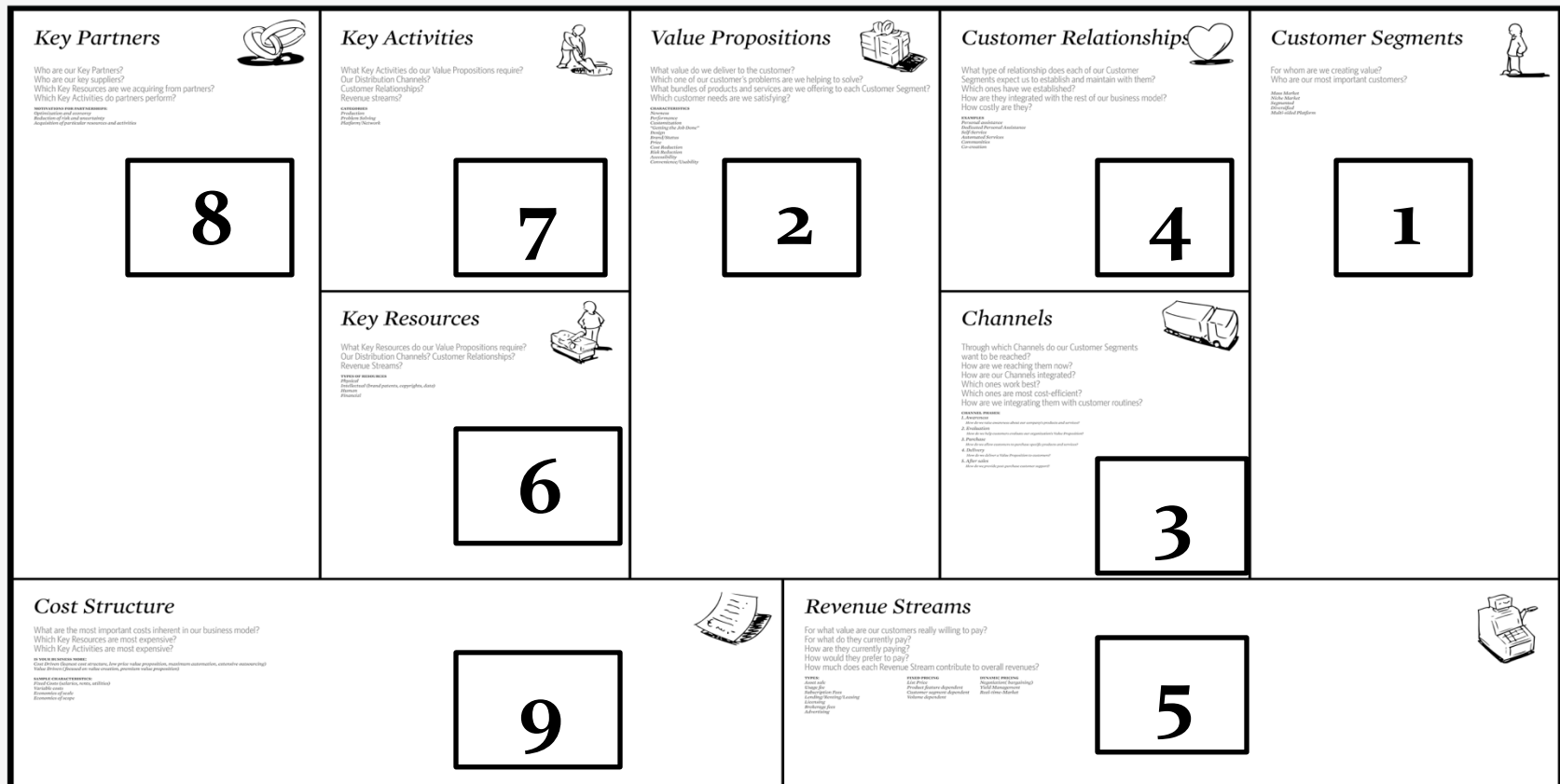
The Business Model Canvas

The Business Model Canvas

Designed for:

Designed by:










On:
 Iteration:



The Business Model Canvas

1. Customer Segments: Create one Business Model Canvas for each Customer Segment, or type of customer you want to reach.

The Business Model Canvas Designed for: _____ Designed by: _____ On: _____ Revision: _____

Key Partners  Who are our key partners? Who are our key suppliers? Which Key Resources are we acquiring from partners? Which Key Channels do partners control? <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>	Key Activities  What Key Activities do our Value Propositions require? Do they involve Customer Relationships? Customer Channels? Channels directly? <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>	Value Propositions  What value do we deliver to the customer? Which forms of our customer's problems are we helping to solve? Which benefits of products and services are we offering to them? Customer Segments? Which customer needs are we addressing? <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>	Customer Relationships  What type of relationship does each of our Customer Segments expect us to establish and maintain with them? Should we create new relationships? Which types have the most potential? How are they aligned with the rest of our business model? How do we acquire them? <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>	Customer Segments  For whom are we creating value? Which customer segments are we targeting? Which segments are most attractive to us? How do we reach them? <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>
Key Resources  What Key Resources do our Value Propositions require? Do they involve Customer Relationships? Customer Channels? Channels directly? <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>	Channels  Through which Channels do our Customer Segments want to be reached? Which channels are most effective? How are we using our Channels? How do we acquire them? How are we using them? How are we measuring them? How are we managing them? <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>	Cost Structure  What are the most important costs incurred in our business model? Which Key Resources are most expensive? Which Key Channels are most expensive? <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>		Revenue Streams  For what do our customers really pay? For what do they really value? How are they currently paying? How should they pay? How much does each Customer Segment contribute to overall revenues? <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>

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2. Value Propositions: Value Propositions are the way your business stands out—what you do to help your customers solve their problem.

The Business Model Canvas Designed for: _____ Designed by: _____

Key Partners Who are our Key Partners? Which Key Partners are essential to our business model? Which Key Partners are we aiming to acquire from partners?	Key Activities What Key Activities do our Value Propositions require? Which Key Activities are essential to our business model? Which Key Activities are we aiming to acquire from partners?	Value Propositions What value do we offer to our Customers? What problem do we solve for our Customers? What need do we satisfy for our Customers? What benefit do we provide for our Customers? What pain do we relieve for our Customers? What gain do we create for our Customers? What risk do we reduce for our Customers? What cost do we save for our Customers? What convenience do we provide for our Customers? What time do we save for our Customers? What status do we confer on our Customers? What self-image do we project for our Customers? What relationships do we create for our Customers?	Customer Relationships What type of relationship do we create for our Customers? What type of relationship do we create for our Customers? What type of relationship do we create for our Customers? What type of relationship do we create for our Customers? What type of relationship do we create for our Customers?	Customer Segments Who are our Customer Segments? Which Customer Segments are essential to our business model? Which Customer Segments are we aiming to acquire from partners?
	Key Resources What Key Resources do our Value Propositions require? Which Key Resources are essential to our business model? Which Key Resources are we aiming to acquire from partners?	2	Channels How do we reach our Customers? Which Channels are essential to our business model? Which Channels are we aiming to acquire from partners?	
Cost Structure What are the most important costs incurred in our business model? Which Costs are essential to our business model? Which Costs are we aiming to acquire from partners?			Revenue Streams How do we generate revenue? Which Revenue Streams are essential to our business model? Which Revenue Streams are we aiming to acquire from partners?	

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3. Channels: Channels are how your Customer Segment finds you and how you deliver your service or product.

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Key Partners Who are our key partners? Which Key Partners are we relying on to help us? Which Key Partners do we partner with? Which Key Partners do we avoid? Which Key Partners do we want to avoid?	Key Activities What Key Activities must we excel at? Do Customers "buy" our Value Propositions? Customer Relationships? Business Channels? Business Structure?	Value Propositions What value do our customers expect? What value do our customers really want? What bundles of products and services are we offering to each Customer Segment? Which customer needs are we addressing? Which Key Resources are most important?	Customer Relationships What type of relationship do we offer our Customers? How do we interact with our Customers? What channels do we use to interact with Customers? How do we deliver our Value Propositions? How do we create and maintain relationships with Customers? Which customer needs are we addressing? How do we manage relationships with our Customers?	Customer Segments Who are our Customer Segments? What are our Customer Segments? Which Customer Segments are we targeting? Which Customer Segments do we want to target? Which Customer Segments do we avoid?
	Key Resources What Key Resources do we need to create our Value Propositions? Do Customers "buy" our Value Propositions? Customer Relationships? Business Channels? Business Structure?		Channels Through which Channels do our Customer Segments buy? How do we reach our Customers? How do we deliver our Value Propositions? How do we create and maintain relationships with Customers? How do we manage relationships with our Customers? Which customer needs are we addressing? How do we manage relationships with our Customers?	
Cost Structure What are the most important costs incurred in our business model? Which Key Resources are most expensive? Which Key Activities are most expensive? Which Key Partners are most expensive? Which Key Channels are most expensive? Which Customer Segments are most expensive?		Revenue Streams For what value are our customers really willing to pay? How do we price our Value Propositions? How do we create and maintain relationships with Customers? How do we manage relationships with our Customers? Which customer needs are we addressing? How do we manage relationships with our Customers?		

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4. Customer Relationships: The good ways you treat your customers help establish and maintain them. It costs seven times more to get a new customer than to keep one.

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Key Partners Who are our key partners? What do they do for us? What do we do for them? What are the risks of not having them? What are the risks of having them?	Key Activities What activities do we perform to make our business model work? What are the risks of not performing these activities? What are the risks of performing these activities incorrectly?	Value Propositions What value do we deliver to the customer? What are the risks of not delivering this value? What are the risks of delivering this value incorrectly?	Customer Relationships What type of relationship do we have with our customers? What are the risks of not having this relationship? What are the risks of having this relationship incorrectly? 4	Customer Segments Who are our customers? What are the risks of not having these customers? What are the risks of having these customers incorrectly?
Key Resources What resources do we need to make our business model work? What are the risks of not having these resources? What are the risks of having these resources incorrectly?		Channels How do we reach our customers? What are the risks of not reaching our customers? What are the risks of reaching our customers incorrectly?		
Cost Structure What are the most important costs inherent in our business model? What are the risks of not having these costs? What are the risks of having these costs incorrectly?			Revenue Streams For what value are our customers really willing to pay? How do they pay? How often do they pay? How much do they pay? What are the risks of not having these revenue streams? What are the risks of having these revenue streams incorrectly?	

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5. Revenue Streams: You need to know if you are making money. Identifying Revenue Streams will help you know which Customer Segments are generating the highest revenue.

The Business Model Canvas Designed for: _____ Designed by: _____ One _____ Iteration: _____

Key Partners  Who are our Key Partners? Who are our suppliers? Who do we partner with to acquire from customers? Who do we partner with to acquire suppliers?	Key Activities  What Key Activities do our Value Propositions require? Can these be automated? Key Resources	Value Propositions  What value do we deliver to the customer? What types of customer problems are we solving for them? What benefits do our customers see in solving the problem we offer? What customer needs are we addressing?	Customer Relationships  What types of relationships does each of our Customer Segments expect us to establish and maintain with them? What types of relationships are most important to them? How do we create value?	Customer Segments  Who are our most important customers? Do we have any other customer segments?
Key Resources  What Key Resources do our Value Propositions require? Can these be automated? Key Channels	Channels  Through which Channels do our Customer Segments want to be reached? How are we reaching them now? How do we acquire them? Who are our most cost-effective channels? How are we engaging them with customer relations?	Cost Structure  What are the most important costs incurred in this business model? Which Key Resources are most expensive? Revenue Streams	Revenue Streams  For what value are our customers really willing to pay? Do we make this revenue now? How are they currently paying? How much time does each customer spend on our product? How much time does each customer spend on our product?	

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6. Key Resources: Key Resources are people and things outside your business that do things for you that you do not want to do or cannot do.

The Business Model Canvas Designed for: _____ Designed by: _____ Iteration: _____

Key Partners Who are our Key Partners? Who are we not key partners? Which Key Resources do we acquire from partners? Which Key Activities do we outsource? Which Key Channels do we partner with? Which Key Customer Segments do we partner with? Which Key Revenue Streams do we partner with?	Key Activities What Key Activities do our Value Propositions require? Do Our Customers "Choose" Us? Customer Relationships? Customer Channels? Customer Segments?	Value Propositions What value do we offer to the customer? Which one of our customer problems are we helping to solve? What bundles of products and services are we offering to create Customer Value? How much more value are we creating? How much more value are we capturing? How much more value are we delivering to our stakeholders?	Customer Relationships What kind of relationship does each of our Customer Segments expect us to establish and maintain with them? Which key activities are required to make these relationships work? How do we acquire these relationships? How do we maintain and strengthen these relationships? How do we scale these relationships? How do we monetize these relationships?	Customer Segments Who are we creating value for? Which are our most important customer segments? How do we reach each customer segment? How do we acquire each customer segment? How do we retain each customer segment? How do we monetize each customer segment?
	Key Resources What Key Resources do our Value Propositions require? Do Our Customers "Choose" Us? Customer Relationships? Customer Channels? Customer Segments? Key Partners? Key Activities? Key Revenue Streams?		Channels Through which Channels do our Customer Segments want to be reached? How are we reaching them now? How can we reach them more efficiently? Which Key Resources are required to make these channels work? How do we acquire these channels? How do we maintain and strengthen these channels? How do we scale these channels? How do we monetize these channels?	
Cost Structure What are the most important costs inherent in our business model? Which Key Resources are most expensive? Which Key Activities are most expensive? Which Key Channels are most expensive? Which Key Customer Segments are most expensive? Which Key Revenue Streams are most expensive?				Revenue Streams For what value are our customers really willing to pay? For what do they currently pay? How are they currently paying? How would they prefer to pay? How much are they willing to pay? How much are they willing to pay for each unit of value? How much are they willing to pay for each unit of value? How much are they willing to pay for each unit of value?

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7. Key Activities: Key Activities are the most important things your business must do to be successful. These will vary with the business.

The Business Model Canvas Designed for: _____ Designed by: _____

Iteration: _____

Key Partners Who are our Key Partners? Who are our key suppliers? Which Key Resources do we acquire from partners? What is our primary channel partner relationship? Which Key Resources, activities, and customer segments do we acquire from partners? Which Key Resources, activities, and customer segments do we acquire from partners? Which Key Resources, activities, and customer segments do we acquire from partners?	Key Activities What key activities do our Value Propositions require? Do they involve "things"? Customer Relationships? Channels? <div style="text-align: center; border: 2px solid black; width: 40px; margin: 0 auto; padding: 5px;">7</div>	Value Propositions What value do we deliver to the customer? Which set of our customer's problems are we helping to solve? What bundles of products and services are we offering to create Customer Segments? How much do our costs per unit exceed? How much do our revenues per unit exceed? How much do our revenues per unit exceed? How much do our revenues per unit exceed?	Customer Relationships What type of relationship does each of our Customer Segments expect in an address and market with us? What value does our relationship create? How do we create value for the most of our business model? How do we create value for the most of our business model? How do we create value for the most of our business model?	Customer Segments Who are our most important customers? Which customer segments are most important to our business model? Which customer segments are most important to our business model? Which customer segments are most important to our business model?
Key Resources What Key Resources do our Value Propositions require? Do they involve "things"? Customer Relationships? Channels? Which Key Resources, activities, and customer segments do we acquire from partners? Which Key Resources, activities, and customer segments do we acquire from partners? Which Key Resources, activities, and customer segments do we acquire from partners?	Channels Through which Channels do our Customer Segments want to be reached? How are we reaching them now? How do we plan to reach them in the future? Which Key Resources, activities, and customer segments do we acquire from partners? Which Key Resources, activities, and customer segments do we acquire from partners? Which Key Resources, activities, and customer segments do we acquire from partners?	Cost Structure What are the most important costs inherent in our business model? Which Key Resources are most expensive? Which Key Activities are most expensive? Which Key Channels are most expensive? Which Key Resources, activities, and customer segments do we acquire from partners? Which Key Resources, activities, and customer segments do we acquire from partners? Which Key Resources, activities, and customer segments do we acquire from partners?	Revenue Streams For what value are our customers really willing to pay? For what do they currently pay? How do they currently pay? How would they prefer to pay? How much does each Customer Segment contribute to overall revenues? How much does each Customer Segment contribute to overall revenues? How much does each Customer Segment contribute to overall revenues?	










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8. Key Partners: Key Partners are alliances with people you count on outside your business for the success of your business.

The Business Model Canvas Designed for: _____ Designed by: _____

Iterations: _____

Key Partners  Who are our Key Partners? What do they do for us? What Key Activities do we rely on to deliver our value proposition? What Key Resources do we need to make this work? What Key Channels do we use to reach our customers? What Key Customer Segments do we serve?	Key Activities  What Key Activities do we do to create our Value Propositions? What Key Resources do we need to make this work? What Key Channels do we use to reach our customers? What Key Customer Segments do we serve?	Value Propositions  What value do we deliver to the customer? What benefit do our customers realize as a result of using our product? What activities do we do to create our Value Propositions? What Key Resources do we need to make this work? What Key Channels do we use to reach our customers? What Key Customer Segments do we serve?	Customer Relationships  What type of relationship do we want with our Customer Segments? What activities do we do to create our Value Propositions? What Key Resources do we need to make this work? What Key Channels do we use to reach our customers? What Key Customer Segments do we serve?	Customer Segments  For whom are we creating value? What are our most important customer segments? What activities do we do to create our Value Propositions? What Key Resources do we need to make this work? What Key Channels do we use to reach our customers? What Key Customer Segments do we serve?
Key Resources  What Key Resources do we need to create our Value Propositions? What Key Activities do we do to create our Value Propositions? What Key Channels do we use to reach our customers? What Key Customer Segments do we serve?		Channels  How do we reach our Customer Segments? What activities do we do to create our Value Propositions? What Key Resources do we need to make this work? What Key Channels do we use to reach our customers? What Key Customer Segments do we serve?		
Cost Structure  What are the most important costs inherent in our business model? What Key Resources do we need to make this work? What Key Activities do we do to create our Value Propositions? What Key Channels do we use to reach our customers? What Key Customer Segments do we serve?			Revenue Streams  For what value are our customers really willing to pay? How will we capture value? What activities do we do to create our Value Propositions? What Key Resources do we need to make this work? What Key Channels do we use to reach our customers? What Key Customer Segments do we serve?	

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9. Cost Structure: Cost Structure is the other side of Revenue Streams . Learning your cost structure shows you your costs so you can tell what profit you are bringing to your business.

The Business Model Canvas Designed for: _____ Designed by: _____ One: _____ Iteration: _____

Key Partners Who are our Key Partners? Why do we need them? What do they do for us? What do we do for them? What are the risks of not having them? What are the risks of having them? What are the risks of having them? What are the risks of having them?	Key Activities What Key Activities do our Value Propositions require? What Key Activities do our Channels require? What Key Activities do our Customer Segments require? What Key Activities do our Key Partners require? What Key Activities do our Key Resources require?	Value Propositions What value do we deliver to the customer? What bundle of products and services are we offering to sell? What bundle of products and services are we offering to sell? What bundle of products and services are we offering to sell? What bundle of products and services are we offering to sell?	Customer Relationships What type of relationship do we want with our Customers? What type of relationship do we want with our Customers? What type of relationship do we want with our Customers? What type of relationship do we want with our Customers? What type of relationship do we want with our Customers?	Customer Segments Who are our Customer Segments? What are our Customer Segments? What are our Customer Segments? What are our Customer Segments? What are our Customer Segments?
Key Resources What Key Resources do our Value Propositions require? What Key Resources do our Channels require? What Key Resources do our Customer Segments require? What Key Resources do our Key Partners require? What Key Resources do our Key Activities require?	Channels Through which Channels do we reach our Customer Segments? How do we reach our Customer Segments? How do we reach our Customer Segments? How do we reach our Customer Segments? How do we reach our Customer Segments?	Cost Structure What are the most important costs inherent in our business model? What are the most important costs inherent in our business model? What are the most important costs inherent in our business model? What are the most important costs inherent in our business model? What are the most important costs inherent in our business model?	Revenue Streams For what value are our customers really willing to pay? For what value are our customers really willing to pay? For what value are our customers really willing to pay? For what value are our customers really willing to pay? For what value are our customers really willing to pay?	

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For the big picture on The Business Model Canvas, read *Business Model Generation* by Alexander Osterwalder and Yves Pigneur.

Videos on the Business Model Canvas can be found at <https://www.udacity.com/course/ep245>

As you are learning all these fields, put them on a whiteboard on a wall in your office and implement them.