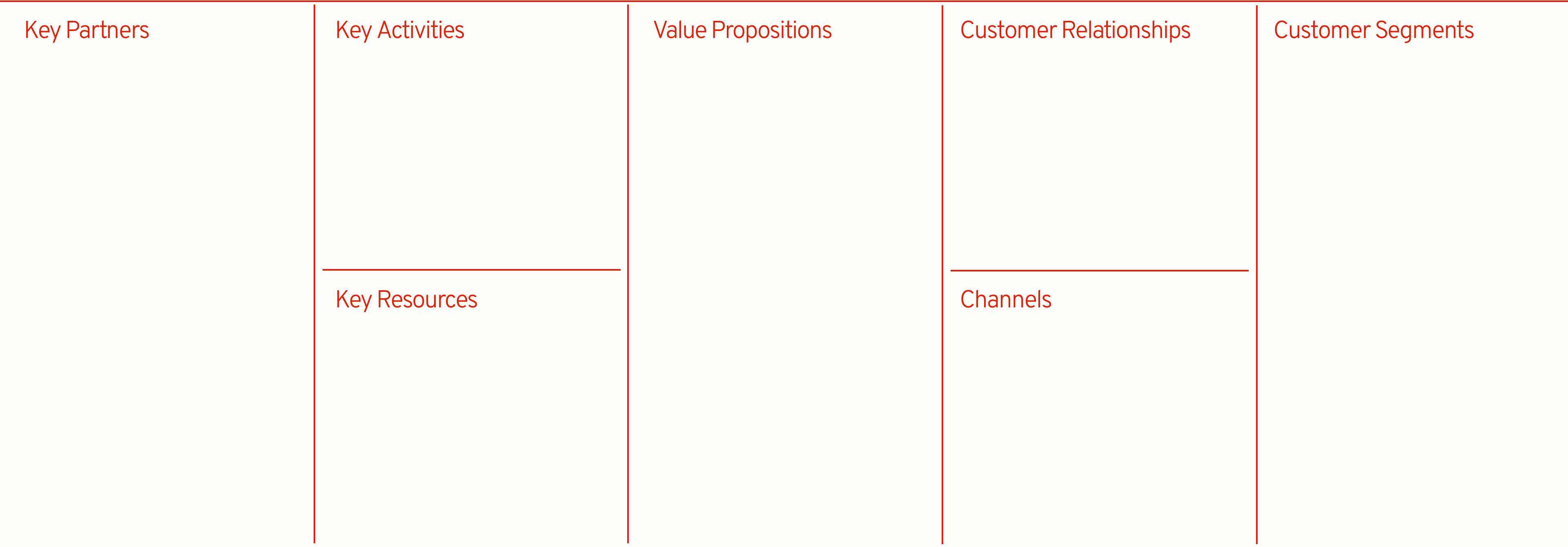


Company name

Business

Model Canvas

Business Model Canvas



Cost Structure

Revenue Streams

Pitch

Define the ideal customer personas your value proposition is intended to benefit, then describe the key differences between these segments and potential steps in the customer journey. If you can, create one or more persona for each segment you serve.

01 Customer persona

Highlight your customers' motivations, their problems, and a few descriptors that capture the essence of who they are.

02 Customer persona

Highlight your customers' motivations, their problems, and a few descriptors that capture the essence of who they are.

03 Customer persona

Highlight your customers' motivations, their problems, and a few descriptors that capture the essence of who they are.

Summarize the different value propositions that set your business apart from your competition.

01

What is the gain you provide or the need you satisfy?

02

What are the core benefits you provide for your customers?

03

What are the unique differentiators and reasons for them to buy from you and not the competition?

Tip: The most common value propositions often focus on newness, performance, customizability, design, brand/status, price, cost reduction, risk reduction, and/or convenience.

Channels refer to how your products or services are sold to customers. They are the ways in which you reach your customers, and can include either channels you own (like your website or newsletter), or channels you achieve via partnerships or paid distribution (like advertisements.)

To identify your core channels, ask yourself:

- How do your customers want to be reached?
- How are you reaching them now?
- How do our channels work together?
- Which channels perform best?
- Which ones are most cost efficient?
- How are we integrating them with customer routines?

Define and describe the primary relationships you have with your customers, including how you interact with them and how these interactions differ among different segments. The easiest way to define this is by walking through the customer journey, showing how your customers typically find out about you, decide whether or not to buy your product, and eventually purchase it and remain loyal after purchase.

Acquire

How do customers find out about you? For example, this could be through advertising on Google.



Keep

How do you keep customers? For example, excellent customer service might help keep customers.



Grow

How do you get our customers to spend more? For example, you could send out a newsletter to keep them informed about your latest products.

Describe how your business generates revenue through the delivery of your value proposition.

Key Activities

What strategic activities does your business perform?

Summarize the key activities that allow your business to provide services and deliver on your value proposition.

Production

This is all about how you deliver your product. Typically, this is either focused on achieving high quality or high quantity.

Problem solving

Describe the ways your company is coming up with new and innovative solutions to existing customer problems.

Platform/Network

This can apply to either networks or software platforms that are essential to overall success.

Tip: Don't try to list all the activities of your business, instead only include activities which are absolutely core to delivering your value proposition.

List the key resources your business relies upon or uses in order to operate and provide services. Key resources can generally be divided into the following four categories:

Human resources

Particularly important in creative and knowledge-intensive industries, these are the people who drive your business forward.

Physical resources

This could be anything from buildings and vehicles to machines and distribution networks.

Intellectual resources

This refers to resources like brands, specialist knowledge, patents and copyrights, partnerships, and customer databases.

Financial resources

This could include lines of credit, cash balances, or any other sort of financial leverage.

By working with the right partners and forming strategic alliances with other brands, you're able to achieve more. Share an overview of your partnerships here and explain what you get from each relationship.

Identify the primary costs associated with operating your business and providing your services, then detail the relationship between these costs and other business functions.

Company Name

Thank you.