WHAT IS A BUSINESS MODEL CANVAS?

A strategic management tool that can be used to visualize, planning, and core refining your business activity.

- Lay out on one page
- Visual representation of business areas
- Shows how areas relate to each other

HOW CAN A BUSINESS MODEL CANVAS HELP ME?

Intuition: easy to use and to interpret.

It can benefit new and existing organizations of all sizes.

It makes it easier to concentrate on key areas or spot potential problems.

It is fast and focussed (great for the initial evaluation of ideas)

HOW DOES IT WORK?

Three easy steps to filling out your Business Model Canvas:

1. What you plan to do
2. What you are satisfying
3. What you gain

BUSINESS MODEL CANVAS

KEY PARTNERS
Which resources for your business model do you need that you do not control?

KEY ACTIVITIES
What does your business need to manage in order to create your product or service?

VALUE PROPOSITION
What is the value you bring to your customers that would encourage them to buy from you?

CUSTOMER RELATIONSHIPS
How important is it to your business model to keep your customers?

CHANNELS
What is the best way to reach your customers?

CUSTOMER SEGMENTS
What does your business need in order to be successful?

KEY RESOURCES
What are the essential resources that your business needs to develop or maintain?

COST STRUCTURE
Where will the money go?

REVENUE STREAMS
Where is the money coming from?

WHAT IF REVENUE IS NOT THE PRIMARY GOAL?

Simply change the sections.