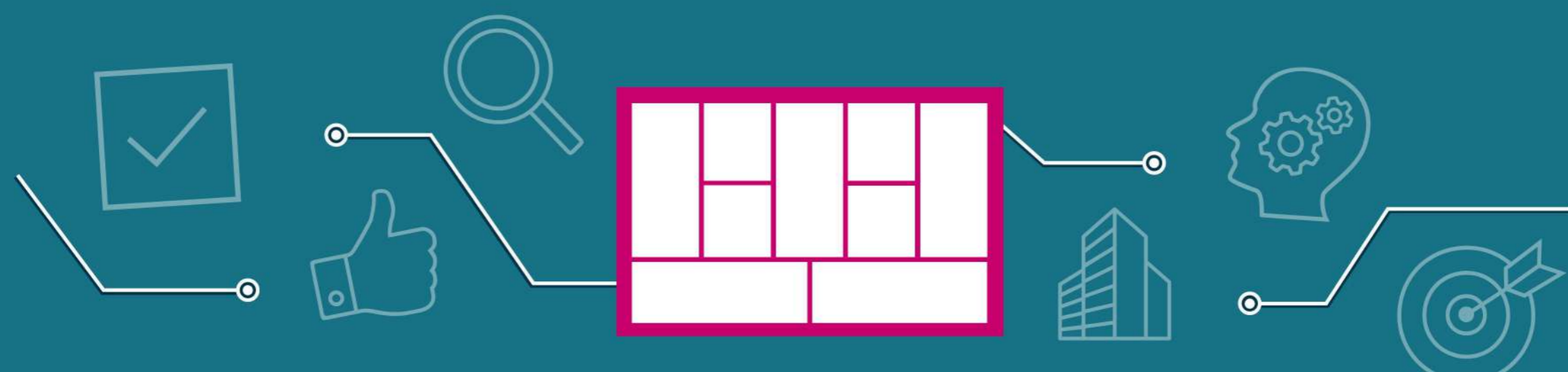
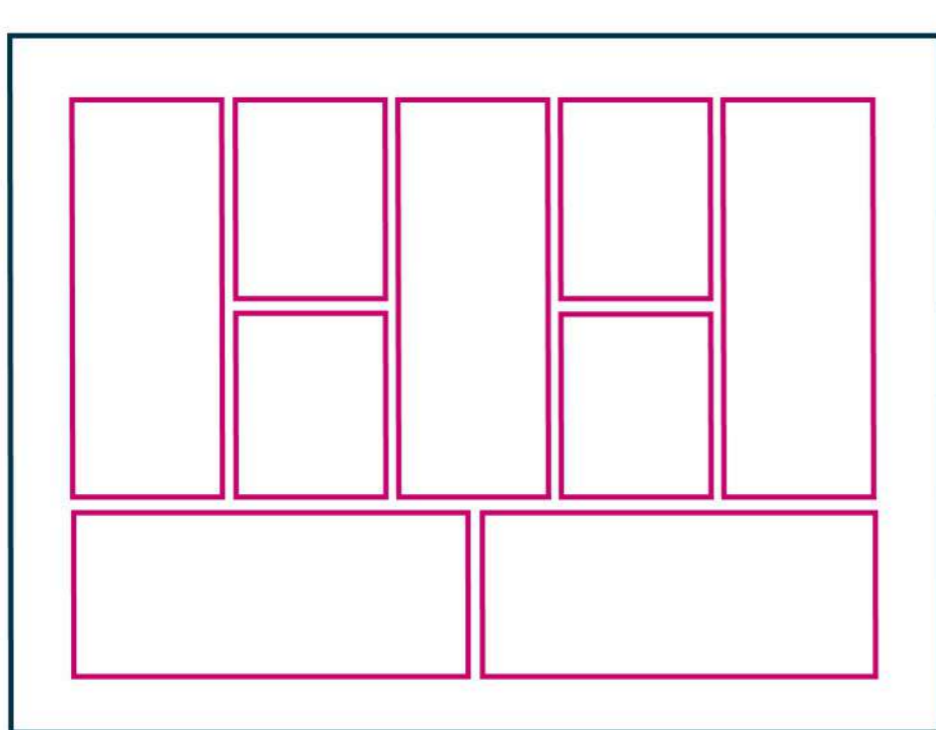


# BUSINESS MODEL CANVAS



## THE ONE PAGE BUSINESS PLAN

## WHAT IS A BUSINESS MODEL CANVAS?



A strategic management tool that can be used for **visualising**, **planning** and even **reinventing** your business activity.

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

## HOW CAN A BUSINESS MODEL CANVAS HELP ME?



It's intuitive - easy to use and to interpret.



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



It can benefit new and existing organisations of all sizes.



It's fast and focused - great for the initial evaluation of an idea.

## HOW DOES IT WORK?

Three easy steps to filling out your Business Model Canvas.

1. Fill in the Value Proposition in the centre. Include:



What you **plan** to do



The **needs** you are satisfying



Your **USP**



2. Add keywords and detail to the other sections - be as creative as you like.



3. Adapt as you go - overcoming issues and incorporating new ideas.

## BUSINESS MODEL CANVAS

<p><b>KEY PARTNERS</b></p> <p>Who is necessary for your business to be a success?</p> <p>Include a note of any non-key partners that you consider important.</p>	<p><b>KEY ACTIVITIES</b></p> <p>What does your business need to do / achieve to succeed?</p>	<p><b>VALUE PROPOSITION</b></p> <p>What is your unique selling point?</p> <p>Consider different audiences if differentiating helps.</p>	<p><b>CUSTOMER RELATIONSHIP</b></p> <p>What's important in your relationships with your customers?</p>	<p><b>CUSTOMER SEGMENTS</b></p> <p>How do you differentiate your customers?</p>
	<p><b>KEY RESOURCES</b></p> <p>What can you utilise that will benefit your business?</p>		<p><b>CHANNELS</b></p> <p>How do people hear about your business?</p>	
<p><b>COST STRUCTURE</b></p> <p>Where will the money go?</p>		<p><b>REVENUE STREAMS</b></p> <p>Where is the money coming from?</p>		

## WHAT IF REVENUE IS NOT THE PRIMARY GOAL?

Simply change the sections:

Revenue stream	to	Overall goal
Customer segments	to	Beneficiaries
Cost structure	to	Mission cost/budget
Channel	to	Deployment
Customer relationships	to	Buy-in/support