

Business Model Canvas

Key Partners

Whom will you work with to run the business? Name your partners and the roles they will take on.

Add text here

8

Key Activities

What are the tasks and activities to keep the business running every day?

Add text here

6

Key Resources

What are the tangible and intangible things you will use to make the product?

Add text here

7

Value Proposition

What need are you trying to address? What value will your product bring to the target audience?

Add text here

2

Customer Relationships

What relationships will you establish with each customer segment?

Add text here

3

Channels

Where will your product be available?
List the ways you plan to reach your target audience.

Add text here

4

Customer Segments

Who is your target market?
What are the characteristics of your early adopters? List the groups that you expect to use your product.

Add text here

1

Cost Structure

What are the fixed and variable costs of launching your product?
Consider the cost at each stage - from setting up and hiring all the way to marketing and distribution.

Add text here

9

Revenue Streams

How will you generate income? Show a pricing model of your product or service and include other revenue sources, such as sales and subscription fees.

Add text here

5