










The Business Model Canvas

Company / Project Name:

Producer:

Date:

Revision:

Key Partners  <i>Who helps you deliver your product or service?</i>	Key Activities  <i>What essential tasks do you need to do?</i>	Value Propositions  <i>What value or problem do you solve for customers?</i>	Customer Relationships  <i>How do you build and maintain customer loyalty?</i>	Customer Segments  <i>Who are your target customers or users?</i>
	Key Resources  <i>What critical assets do you need to operate?</i>		Channels  <i>How do you reach and deliver value to your customers?</i>	
Cost Structure  <i>What are your biggest costs and expenses?</i>	Revenue Streams  <i>How does your business make money?</i>			