



## BUSINESS MODEL CANVAS

<b>8. KEY PARTNERS</b> <i>Who are our Key Partners?</i>	<b>7. KEY ACTIVITIES</b> <i>What Key Activities do our Value Propositions require?</i>	<b>2. VALUE PROPOSITION</b> <i>What value do we deliver to the customer?</i>	<b>4. CUSTOMER RELATIONSHIPS</b> <i>What type of relationship does each of our Customer Segments expect us to establish and maintain with them?</i>	<b>1. CUSTOMER SEGMENTS</b> <i>Who are our most important customers?</i>
	<b>6. KEY RESOURCES</b> <i>What Key Resources do your Value Propositions require?</i>		<b>3. CHANNELS</b> <i>Through which channels do our customer segments want to be reached?</i>	
<b>9. COST STRUCTURE</b> <i>What are the most important costs inherent in our business model?</i>			<b>5. REVENUE STREAMS</b> <i>For what value are our customers really willing to pay?</i>	