

# BUSINESS MODEL CANVAS SPLASH

MASHUP OF

CONTENT FROM

ALEX OSTERWALDER'S  
BUSINESS MODEL CANVAS



WITH ICONS FROM

METHODKIT<sup>™</sup>  
FOR STARTUPS

PROJECT

DATE

## REVENUE STREAMS

- FOR WHAT VALUE ARE OUR CUSTOMERS REALLY WILLING TO PAY?
- FOR WHAT DO THEY CURRENTLY PAY?
- HOW ARE THEY CURRENTLY PAYING?
- HOW WOULD THEY PREFER TO PAY?
- HOW MUCH DOES EACH REVENUE STREAM CONTRIBUTE TO OVERALL REVENUES?



## OVERALL PROGRESS

DO YOU HAVE A CLEAR IDEA OF YOUR BUSINESS MODEL(S)?



## KEY PARTNERS

- WHO ARE OUR KEY PARTNERS?
- WHO ARE OUR KEY SUPPLIERS?
- WHICH KEY RESOURCES ARE WE ACQUIRING FROM PARTNERS?
- WHICH KEY ACTIVITIES DO PARTNERS PERFORM?

## COST STRUCTURE

- WHAT ARE THE MOST IMPORTANT COSTS INHERENT IN OUR BUSINESS MODEL?
- WHICH KEY RESOURCES ARE MOST EXPENSIVE?
- WHICH KEY ACTIVITIES ARE MOST EXPENSIVE?

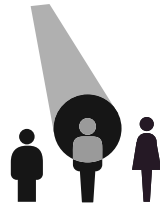


## KEY ACTIVITIES

- WHAT KEY ACTIVITIES DO OUR VALUE PROPOSITIONS REQUIRE?
- OUR DISTRIBUTION CHANNELS?
- CUSTOMER RELATIONSHIPS?
- REVENUE STREAMS?

## CUSTOMER SEGMENTS

- FOR WHOM ARE WE CREATING VALUE?
- WHO ARE OUR MOST IMPORTANT CUSTOMERS?



## KEY RESOURCES

- WHAT KEY RESOURCES DO OUR VALUE PROPOSITIONS REQUIRE?
- OUR DISTRIBUTION CHANNELS?
- CUSTOMER RELATIONSHIPS?
- REVENUE STREAMS?



## CHANNELS

- THROUGH WHICH CHANNELS DO OUR CUSTOMER SEGMENTS WANT TO BE REACHED?
- HOW ARE WE REACHING THEM NOW?
- HOW ARE OUR CHANNELS INTEGRATED?
- WHICH ONES WORK BEST?
- WHICH ONES ARE MOST COST-EFFICIENT?
- HOW ARE WE INTEGRATING THEM WITH CUSTOMER ROUTINES?



## CUSTOMER RELATIONSHIPS

- WHAT TYPE OF RELATIONSHIP DOES EACH OF OUR CUSTOMER SEGMENTS EXPECT US TO ESTABLISH AND MAINTAIN WITH THEM?
- WHICH ONES HAVE WE ESTABLISHED?
- HOW ARE THEY INTEGRATED WITH THE REST OF OUR BUSINESS MODEL?
- HOW COSTLY ARE THEY?



## VALUE PROPOSITION

- WHAT VALUE DO WE DELIVER TO THE CUSTOMERS?
- WHICH ONE OF OUR CUSTOMER'S PROBLEMS ARE WE HELPING TO SOLVE?
- WHICH CUSTOMER NEED ARE WE SATISFYING?

### RATE CLARITY & STATE OF EACH ASPECT.

(1) BEING PROBLEMATIC SITUATION OR HAVING UNCLARITY.

(5) HAVING CLARITY & BEING IN A BENEFICAL SITUATION.

