BUSINESS MODEL CANVAS SPLASH

CONTENT FROM
ALEX OSTERWALDER'S BUSINESS MODEL CANVAS

WITH ICONS FROM
METHODKIT FOR STARTUPS

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

PROJECT

DATE

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?

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?

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?

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

REVENUE STREAMS
- FOR WHAT VALUE ARE OUR CUSTOMERS REALLY WILING 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 REVENUE?

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

KEY ACTIVITIES
- WHAT KEY ACTIVITIES 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?

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?

RATE CLARITY & STATE OF EACH ASPECT.
1 BEING PROBLEMATIC SITUATION OR HAVING UNCERTAINTY
5 HAVING CLARITY & BEING IN A BENEFICIAL SITUATION

CONTENT FROM WITH ICONS FROM

PROJECT

DATE

CHANNELS

REVENUE STREAMS

COST STRUCTURE

CUSTOMER SEGMENTS

VALUE PROPOSITION

CUSTOMER RELATIONSHIPS

KEY RESOURCES

KEY ACTIVITIES

KEY PARTNERS

RATE CLARITY & STATE OF EACH ASPECT.
1 BEING PROBLEMATIC SITUATION OR HAVING UNCERTAINTY
5 HAVING CLARITY & BEING IN A BENEFICIAL SITUATION

CONTENT FROM WITH ICONS FROM

PROJECT

DATE

CHANNELS

REVENUE STREAMS

COST STRUCTURE

CUSTOMER SEGMENTS

VALUE PROPOSITION

CUSTOMER RELATIONSHIPS

KEY RESOURCES

KEY ACTIVITIES

KEY PARTNERS

RATE CLARITY & STATE OF EACH ASPECT.
1 BEING PROBLEMATIC SITUATION OR HAVING UNCERTAINTY
5 HAVING CLARITY & BEING IN A BENEFICIAL SITUATION

CONTENT FROM WITH ICONS FROM

PROJECT

DATE