Business Model Canvas

Many entrepreneurs write a detailed business plan about their company. However, business plans take a long time to do and become outdated very quickly. To avoid that, the business model canvas-a quicker, summarized version of the classic business plan-is quickly taking centre-stage.

Key Partners
Who helps you bring your business to life?

Key Activities

What work is necessary to bring your product to your customers?

Key Resources
What do you need most to produce your service?

Cost Structure

How much will your key partners, activities and resources cost you?

Value Proposition

Describe what value your business and product brings to your customers. What is unique about you and how do you improve lives?

Customer Relationships
How do you keep and
make new customers?

Customer Segments
Who are the different
types of people who use
your product or service?

Channels

How do you deliver products and news to your customers?

Revenue Streams
How will you make
money from your
product or service?

