The Business Model Canvas

Key Partners
Who do we know who might be useful?

Key Activities
What can we do?

Value Propositions
What can we sell?

Customer Relationships
How can we keep in touch with our customers?

Customer Segments
Who will pay us?

Key Resources
What have we got?

Channels
How can we deliver to our customers?

Costs
What money will go out?

Revenue
What money will come in?

Profit
What do we need/want/get from this?