



Key Partners

What is the network of Partners and Suppliers that make the Business Model work?



Key Activities

What are the most critical activities that our business must do to deliver the Value Proposition to customers?



Value Proposition

The "bundles" of products and/or services that add value to our Customers



Customer Relationships

What is the basis or type of relationship that we establish with customers?



Customer Segment

Define the different groups or segments of customers that our business serves



Key Resources

What are the most important assets to make our Business Model work?



Sales Channels

How does your business communicate and reach its customers?



Cost Structure

What are the major cost groups for running our business?



Revenue Streams

How do we generate cash from customers?