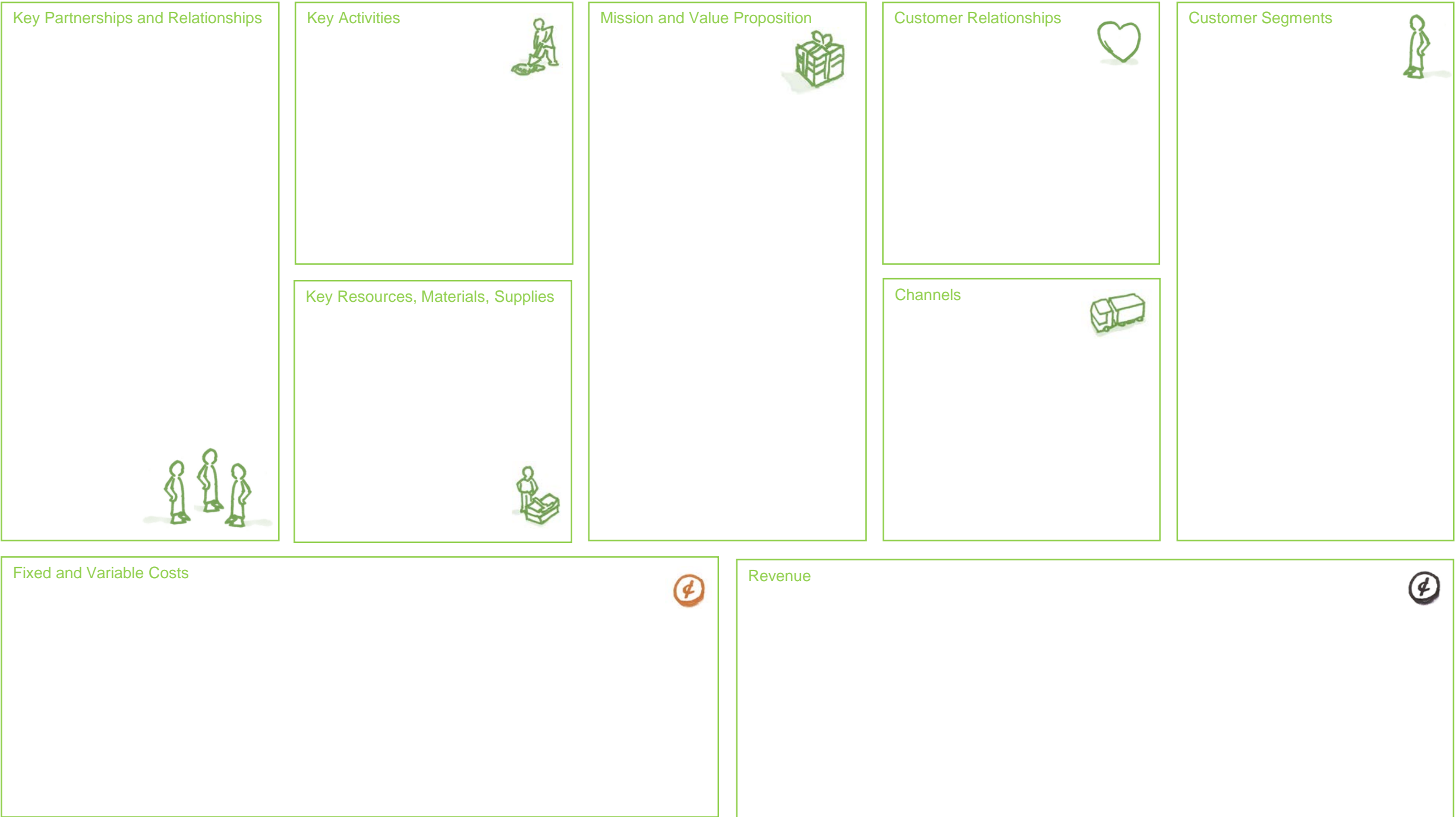


Business Model Canvas



Business Model Canvas

Use the Business Model Canvas to start expanding your business ideas.

<https://www.youtube.com/watch?v=QoAOzMTLP5s>

Key Partnerships and Relationships

What will you get other groups to do so you can focus on the Key Activities?



Key Activities

What *uniquely* strategic things will your business do to deliver value?



Mission and Value Proposition

What's compelling about your proposition? Why will customers buy or use?



Customer Relationships

How will you interact with the customer?



Customer Segments

Who are the customers? What do they think? See? Feel? Do?



Key Resources, Materials, Supplies

What unique strategic assets must the business have to operate?



Channels

How will you promote, sell, and deliver?



Fixed and Variable Costs

What are necessary expenses for operating your business?



Revenue

How will the business make money? Are there multiple revenue streams?

