



8 Key partners

- Who are my key partners and my most important suppliers?
- Which resources or activities am I dependent upon partners for?

What goes here:

A selection of strategic key partners who help you to improve your results, lower your costs, or access valuable resources.

Tip: Quality over quantity - it's important to identify the right partners rather than listing off all your connections.

6 Main activities

- Which specific activities are necessary to meet my customers' needs?
- What are my company's unique differences in its revenue streams, distribution channels, or customer relationships?

What goes here:

A list of the key activities needed to deliver your value proposition.

7 Primary resources

- What resources or assets are necessary for my value proposition?
- What key resources are needed to fulfill customers' needs?
- Which resources are needed to maintain customer relationships / distribution channels / revenue sources?

What goes here:

A list of the key resources linked to your value proposition.

2 Value proposition

- For which problem are customers seeking a solution?
- What benefit or added value do I offer the customer?
- Which customer needs do I aim to fulfill?
- What combination of products and services do I offer to my target groups?
- What value proposition am I making?

What goes here:

Value propositions (in order of priority) that are connected with the appropriate customer segments.

3 Customer relationships

- What kinds of customer relationships do I build and maintain?
- What do I do to establish, maintain and expand these relationships?

What goes here:

A description of your different customer relationships.

4 Channels

- Which channels do I use to reach my customers?
- Which channels work best? Where are the best points of contact?

What goes here:

A list of important communication channels connected with customer segments. Note also how and when these channels are relevant for users (Customer Journey).

1 Customer segments

- To whom to I offer added value?
- Who are my most important customers?
- Am I active in a mass market or in a niche?
- Do I serve different market segments?

What goes here:

A list of groups with defined characteristics and usage behavior or customer segments. In the best-case scenario, these can be listed by priority.

9 Cost structure

- What cost structure emerges from my planning?
- What are the main expenses of my business?
- Which main resources and main activities drive costs?

What goes here:

A list of costs, ideally organized by size.

5 Sources of income

- Which benefits are my customers willing to pay for? And how much?
- Are there comparable products or services? What are their sources of revenue?
- How much does each of the individual revenue sources contribute to total revenue?

What goes here:

A list of revenue streams that are ideally linked to customer segments or value propositions.

Ready to bring your business
model to the next level?
Contact us!



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Business Model Canvas

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