

BUSINESS MODEL CANVAS

ALIGN YOUR PURPOSE TO ACTION

<p>KEY PARTNERS</p> <p>Who are your key partners/suppliers? What are the most important motivations for establishing them?</p>	<p>KEY ACTIVITIES</p> <p>What key activities does your value proposition require? What activities are most important for your distribution channels, customer relationships, revenue streams etc?</p>	<p>VALUE PROPOSITION</p> <p>What core value do you deliver to your audience? Which needs are you satisfying?</p>	<p>AUDIENCE RELATIONSHIPS</p> <p>What relationship does the target audience expect you to establish? How can you integrate that into your work in terms of cost and format?</p>	<p>AUDEIENCE SEGMENTS</p> <p>Which groups are you creating value for? Who is your most important audience?</p>
<p>COST STRUCTURE</p> <p>What are the most important costs in your work? Which key resources activities are most expensive?</p>	<p>KEY RESOURCES</p> <p>What key resources does your value proposition require?</p>		<p>DISTRIBUTION CHANNELS</p> <p>Through which channel does your audience want to be reached? Which channels work best? How much do they cost? How can they be integrated into your and your audiences routines?</p>	
<p>COST STRUCTURE</p> <p>What are the most important costs in your work? Which key resources activities are most expensive?</p>		<p>REVENUE STREAM</p> <p>What value is your audiences willing to pay for? What and how do they recently pay? How would the prefer to pay? How much does every revenue stream contribute to the overall revenues?</p>		