

The Business Model Canvas

Key Partners What can partners do better or cheaper than us?	Key Activities What are our key activities? How hard are they to copy?	Value Proposition Which one of our customers' problems / needs are we solving? Why us?	Customer Relationships What relationships do customers expect?	Customer Segments For whom are we creating value by turning a need into demand? Who are our most important customers?
	Key Resources What are our key resources? How hard are they to copy?		Channels How will we reach our customer segments?	
Cost Structure What is the cost structure of our business?		Revenue Streams What value are customers really willing to pay for? How will they pay for it?		

Adapted from Business Model Generation, Osterwalder & Pigneur