



The Business Model Canvas

CATALYST4GROWTH

<p>Key Partners</p> <ul style="list-style-type: none"> • Who are our Key Partners? • Who are our Key suppliers? • Which Key Activities do partners perform? • Which Key Resources are we acquiring from partners? 	<p>Key Activities</p> <ul style="list-style-type: none"> • What Key Activities are required by: • Our Value Proposition? • Our Distribution Channels? • Customer Relationships? • Revenue Streams? 	<p>Value Propositions</p> <ul style="list-style-type: none"> • What value do we deliver to the Customer? • Which one of our customer's problems are we helping to solve? • What bundles of products and services are we offering to each Customer Segment? • Which customer needs are we satisfying? 	<p>Customer Relationships</p> <ul style="list-style-type: none"> • What type of relationship does each of our Customer Segments expect us to establish and maintain with them? • Which ones have we established? • How are they integrated with the rest of our business model? • How costly are they? 	<p>Customer Segments</p> <ul style="list-style-type: none"> • For whom are we creating value? • Who are our most important customers?
<p>Key Resources</p> <ul style="list-style-type: none"> • What Key Resources are required by: • Our Distribution Channels? • Customer Relationships? • Revenue Streams? 			<p>Channels</p> <ul style="list-style-type: none"> • Through which Channels do our Customer Segments want to be reached? • How are we reaching them now? • How are our Channels integrated? • Which ones are most cost-efficient? • How are we integrating them with customer routines? 	
<p>Cost Structures</p> <ul style="list-style-type: none"> • What are the most important costs inherent in our business model? • Which Key Resources are most expensive? • Which Key Activities are most expensive? 				<p>Revenue Streams</p> <ul style="list-style-type: none"> • For what value are our customers really willing to pay? • For what do they currently pay? • How are they currently paying? • How would they prefer to pay? • How much does each Revenue Stream contribute to overall revenues?