

Sample Business Plan #4: Business Model Canvas

<p>Key Partners Who are our key partners? Who are our key suppliers? Which key resources are we acquiring from partners? Which key activities do partners perform?</p>	<p>Key Activities What key activities do our value propositions require? Our distribution channels? Customer relationships? Revenue streams?</p>	<p>Value Propositions What value do we deliver to customers? Which customer's problems are we helping to solve? What bundles of products and services are we offering to each customer segment?</p>	<p>Customer Relationships What type of relationship does each of our customer segments expect us to have with them? Which customer relationships have we established? How are the relationships integrated with the rest of business model? How costly are they relationships?</p>	<p>Customer Segments Who do we create value for? Who are our most valued customers?</p>
	<p>Key Resources What key resources do our value propositions require? Our distribution channels? Customer relationships? Revenue streams?</p>		<p>Channels Through which channels do our customer segments want to be reached? How are we reaching them now? How are our channels integrated? Which ones work best? Which ones are most cost-efficient? How are we integrating them with customer routines?</p>	

<p>Cost Structure What are the most important costs in our business model? Which key resources are most expensive? Which key activities are most expensive?</p>	<p>Revenue Streams For what value are our customers really willing to pay? For what value do they currently pay? How are they currently paying? How much would they prefer to pay? How much does each revenue stream contribute to overall revenue?</p>
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Model from A. Osterwalder, [Yves Pigneur](#), Alan Smith, and 470 practitioners from 45 countries, self published, 2010