

Business Model Canvas (BMC)

<p>Key partners</p> <p>Who are our key suppliers?</p> <p>Who are our key partners?</p> <p>What resources do we receive from them?</p>	<p>Key activities</p> <p>What key activities does our value proposition require? (production, acquisitions)</p> <p>What does the management of customer relationships require?</p> <p>What does our earnings model require?</p>	<p>Value proposition</p> <p>What value do we produce to the customer?</p> <p>Which problems of the customer do we solve?</p> <p>What customer needs do we satisfy?</p> <p>What do we offer different customer segments?</p>	<p>Customer relationships</p> <p>What kind of relationship does each customer segment expect? What kind of relationship already exists? What does the maintenance of relationships cost?</p>	<p>Customer segments</p> <p>Who do we produce value to?</p> <p>What are our key customer segments?</p> <p>Classifications</p> <p>Mass market Niche Segmentation Multi-sided platforms (Amazon, eBay, Uber)</p>
<p>Cost structure</p> <p>What are our most significant costs? Which resources are most expensive? Which key activities are most expensive?</p>	<p>Key resources</p> <p>What resources does our value proposition require? What do our distribution channels require? What does the management of customer relationships require? What does our earning model require?</p>		<p>Channels</p> <p>How is the value proposition delivered? How do we reach customers? Which channels are most effective? Which are most cost-effective?</p>	
	<p>Cost structure</p> <p>What are our most significant costs? Which resources are most expensive? Which key activities are most expensive?</p>		<p>Revenue streams</p> <p>What are our customers willing to pay for? What do they currently pay for? How do they currently pay? What is our pricing model?</p>	

Business Model Canvas (BMC)

Key partners	Key activities	Value proposition	Customer relationships	Customer segments
	Key resources		Channels	Classifications
Cost structure			Revenue streams	