

Key Partnerships and Relationships



Key Activities



Mission and Value Proposition



Customer Relationships



Customer Segments



Key Resources, Materials, Supplies



Channels



Fixed and Variable Costs



Revenue



Key Partnerships and Relationships

What will you get other groups to do so you can focus on the Key Activities?

Key Activities



What *uniquely* strategic things will your business do to deliver value?

Mission and Value Proposition



What's compelling about your proposition? Why will customers buy or use?

Customer Relationships



How will you interact with the customer?

Customer Segments



Who are the customers? What do they think? See? Feel? Do?

Business Model Canvas

Use the Business Model Canvas to start expanding your business ideas.

<https://www.youtube.com/watch?v=QoAOzMTLP5s>

What unique strategic assets must the business have to operate?



How will you promote, sell, and deliver?

Fixed and Variable Costs

What are necessary expenses for operating your business?



Revenue

How will the business make money? Are there multiple revenue streams?

