










Business Model Canvas Worksheet

Customers and Revenue (who)	 <p><u>VALUE PROPOSITION</u></p> <p>What problem do you solve? What need do you fill? Why is your offering important?</p>	
	 <p><u>CUSTOMER SEGMENTS</u></p> <p>Describe the people who value your product. Age? Gender? Family Status? Income level? Location? How often do they buy? How much will they pay?</p>	
	 <p><u>CHANNELS</u></p> <p>How will you reach your customers? Where do they 'hang-out'? What is their preferred method of communication?</p>	
	 <p><u>CUSTOMER RELATIONSHIPS</u></p> <p>What do your customers expect from you? How will you communicate? What perks would they appreciate? Why will your customers <i>love</i> you?</p>	
	 <p><u>REVENUE STREAMS</u></p> <p>How will you make money?</p>	

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Activities and Costs (how)	 <p><u>KEY RESOURCES</u> What things do you need? Equipment? Supplies? Software? Hardware? Special packaging? Website, Inventory, Staffing?</p>	
	 <p><u>KEY ACTIVITIES</u> What tasks need to be done? What does a 'day in the life' look like? (every little detail!)</p>	
	 <p><u>KEY PARTNERS</u> Who are the people that can support you? Accountant? Legal? Associations? Strategic Alliances?</p>	
	 <p><u>COST STRUCTURE</u> What costs you money? (make a list!)</p>	

