

Business Model Canvas



Designed For: _____

Designed By: _____

Date: _____

Version: _____



Key Partners

- **Suppliers:** Who provides you with necessary materials.
- **Alliances:** Business partnerships that help you grow.
- **Joint Ventures:** Collaborative ventures with other companies.

Example For a Clothing Store:

- **Suppliers:** Fabric and material suppliers.
- **Alliances:** Designers and fashion brands.
- **Joint Ventures:** Collaborations with local artisans.

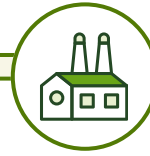


Key Activities

- **Production:** How you create your product/service.
- **Problem Solving:** How you address customer issues.
- **Platform/Network:** Managing your business platform or network.

Example For a Cleaning Service:

- **Production:** Scheduling and performing cleaning tasks.
- **Problem Solving:** Handling customer complaints, maintaining quality.
- **Platform/Network:** Booking system for clients.



Key Resources

- **Physical Resources:** Buildings, machines, vehicles.
- **Intellectual Resources:** Brand, patents, customer databases.
- **Human Resources:** Employees, contractors.
- **Financial Resources:** Cash, lines of credit.

Example For a Restaurant:

- **Physical Resources:** Kitchen equipment, dining area.
- **Intellectual Resources:** Recipe book, brand name.
- **Human Resources:** Chefs, waitstaff.
- **Financial Resources:** Operating capital.



Value Propositions

- **Products/Services:** Describe what you offer.
- **Benefits:** Explain how your offerings solve customer problems or fulfill needs.
- **Unique Selling Proposition (USP):** Highlight what makes you different from competitors.

Example For a Meal Delivery Service:

- **Products/Services:** Healthy, ready-to-eat meals delivered to your door.
- **Benefits:** Saves time, offers healthy eating options, convenient.
- **USP:** Customizable meal plans for dietary needs.

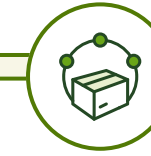


Customer Relationship

- **Type of Relationship:** Personal, automated, community-based, etc.
- **Customer Support:** How you assist customers (e.g., helpdesk, live chat).
- **Retention Strategies:** How you keep customers loyal (e.g., loyalty programs, personalized offers).

Example For a Hair Salon:

- **Type of Relationship:** Personal and direct interaction.
- **Customer Support:** Appointment reminders, follow-up calls.
- **Retention Strategies:** Loyalty cards, special discounts for regular clients.



Channels

- **Communication Channels:** How you inform customers about your product (e.g., social media, email).
- **Distribution Channels:** How you deliver your product to customers (e.g., online store, physical store).
- **Sales Channels:** How you sell your product (e.g., website, retail partners).

Example For an Online Store:

- **Communication Channels:** Social media, email newsletters.
- **Distribution Channels:** Website, mobile app.
- **Sales Channels:** Direct online sales, affiliate marketing.



Customer Segments

- **Target Audience:** Identify who your customers are.
- **Customer Needs:** Understand what problems you are solving for them.
- **Demographics:** Age, gender, income, location, etc.

Example for a Bakery:

- **Target Audience:** Local residents, tourists, cafes.
- **Customer Needs:** Fresh, high-quality baked goods, convenience, unique flavors.
- **Demographics:** Local residents (25-60 years old), tourists (all ages), cafes (business clients).

Cost Structure

- **Fixed Costs:** Rent, salaries, utilities.
- **Variable Costs:** Cost of goods sold, shipping, commissions.
- **Economies of Scale:** Cost advantages due to increased output.
- **Cost Drivers:** What drives your costs (e.g., marketing, R&D).

Example For a Mobile App:

- **Fixed Costs:** Developer salaries, server hosting.
- **Variable Costs:** Marketing expenses, customer support.
- **Economies of Scale:** Reduced per-user cost as the number of users grows.
- **Cost Drivers:** User acquisition, feature development.

Revenue Stream

- **Revenue Model:** How you make money (e.g., sales, subscription fees).
- **Pricing Strategy:** How you price your products/services.
- **Payment Methods:** How customers pay you (e.g., credit card, PayPal).

Example For a Gym:

- **Revenue Model:** Monthly memberships, personal training sessions.
- **Pricing Strategy:** Competitive pricing with tiered membership levels.
- **Payment Methods:** Credit card, direct debit.

