

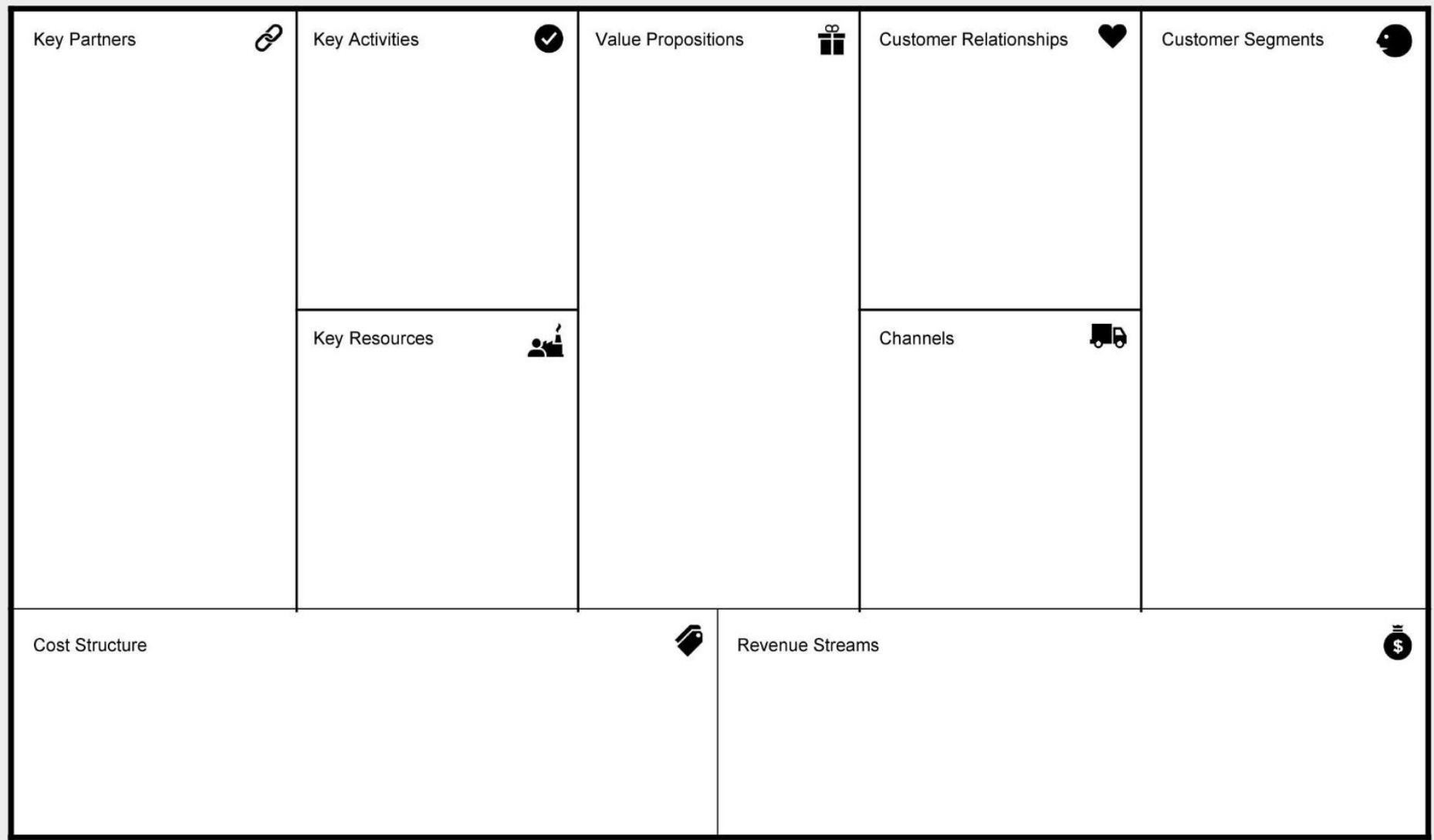
# BUSINESS MODEL CANVAS

Designed for:

Designed by:

Date:

Version:












# INSTRUCTIONS

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<p><b>Key Partners</b> </p> <ul style="list-style-type: none"> <li>• Key partners and suppliers to support the business model.</li> <li>• Strategic alliances, joint ventures, partnerships.</li> <li>• Supplier relationships, network partnerships.</li> </ul>	<p><b>Key Activities</b> </p> <ul style="list-style-type: none"> <li>• Main activities to execute the business model.</li> <li>• Production, marketing, distribution, customer service.</li> <li>• Research and development, innovation.</li> </ul>	<p><b>Value Propositions</b> </p> <ul style="list-style-type: none"> <li>• Define the unique value your product/service offers.</li> <li>• Benefits and features that address customer needs.</li> <li>• How your product/service solves customer problems.</li> </ul>	<p><b>Customer Relationships</b> </p> <ul style="list-style-type: none"> <li>• Types of relationships with customer segments.</li> <li>• Personal assistance, self-service, automated service.</li> <li>• Customer engagement and retention strategies.</li> </ul>	<p><b>Customer Segments</b> </p> <ul style="list-style-type: none"> <li>• Identify and list the key customer segments.</li> <li>• Demographic characteristics: age, gender, income, education.</li> <li>• Behavioural traits: buying habits, usage patterns.</li> <li>• Psychographic characteristics: lifestyle, values, interests.</li> </ul>
<p><b>Key Resources</b> </p> <ul style="list-style-type: none"> <li>• Critical resources to deliver value proposition.</li> <li>• Physical, intellectual, human, financial resources.</li> <li>• Key assets and capabilities.</li> </ul>			<p><b>Channels</b> </p> <ul style="list-style-type: none"> <li>• Main channels to deliver value proposition.</li> <li>• Direct and indirect channels.</li> <li>• Online and offline channels.</li> </ul>	
<p><b>Cost Structure</b> </p> <ul style="list-style-type: none"> <li>• Major costs involved in operating the business model.</li> <li>• Fixed and variable costs.</li> <li>• Cost optimization strategies.</li> </ul>			<p><b>Revenue Streams</b> </p> <ul style="list-style-type: none"> <li>• Primary ways to generate revenue.</li> <li>• Different pricing models and sources.</li> <li>• Recurring and transactional revenue streams.</li> </ul>	