

# The Business Model Canvas

Team or Company Name:

Date:

Primary Canvas

Alternative Canvas

<b>KEY PARTNERS</b> What type of relationships do you need in your business?	<b>KEY ACTIVITIES</b> What activities do you need to provide value to your customer?	<b>VALUE PROPOSITION</b> What value are you delivering to your customer?	<b>CUSTOMER RELATIONSHIPS</b> How do you get, keep, and grow/upsell customers?	<b>CUSTOMER SEGMENT</b> Who are your customers?
	<b>KEY RESOURCES</b> What resources do you need to deliver value?		<b>CHANNELS</b> How are you reaching your customers or prospects?	
<b>COST STRUCTURE</b> What are the major cost drivers for your business?			<b>REVENUE STREAMS</b> How will your business make money?	