The Business Model Canvas

### Key Partners
- Who are our Key Partners?
- Who are our key suppliers?
- Which Key Resources are we acquiring from partners?
- Which Key Activities do partners perform?

### Key Activities
- What Key Activities do our Value Propositions require?
- Our Distribution Channels?
- Our Customer Relationships?

### Value Propositions
- What value do we deliver to the customer?
- Which one of our customer's problems are we helping to solve?
- What bundles of products and services are we offering to each Customer Segment?

### Customer Segments
- For whom are we creating value?
- Who are our most important customers?
- Mass Market
- Niche Market
- Segmented
- Diversified
- Multi-sided Platform

### Channels
- Through which Channels do our Customer Segments want to be reached?
- How are we reaching them now?
- How are our Channels integrated?
- Which ones work best?
- Which ones are most cost-efficient?

### Customer Relationships
- For what type of relationship does each of our Customer Segments expect us to establish and maintain with them?
- How are they integrated with the rest of our business model?
- How costly are they?

### Cost Structure
- What are the most important costs inherent in our business model?
- Which Key Resources are most expensive?
- Which Key Activities are most expensive?
- Is your business more Cost Driven (leanest cost structure, low price value proposition, maximum automation, extensive outsourcing) or Value Driven (focused on value creation, premium value proposition)?

### Revenue Streams
- For what value are our customers really willing to pay?
- For what do they currently pay?
- How are they currently paying?
- How would they prefer to pay?
- How much does each Revenue Stream contribute to overall revenues?