



Business Direction Tutorial Resources: **The Business Model Canvas**

The Business Model Canvas is a framework which provides an overview of what your business does and how it does it – by completing it you can easily see your business's key activities and challenges and how they relate to each other. Fill in the template below and use your answers to shape your management and strategy discussions.

Key partners

Who can help?
Who are our key partners and suppliers?
What is the motivation behind the partnership?

Key activities

How do we do it?
What activities does our value proposition call for?
Have we considered our distribution channels, customer relationships and revenue streams?

Value proposition

What do we do?
What value do we deliver to our customers?
What needs do we satisfy?

Customer relationships

How do we interact?
What relationship do our customers expect to have with us? What does that mean in terms of cost and processes?

Customer segments

Who do we help?
Which groups of people do we create value for?
Who are our most important customers?

Key resources

What do we need?
What resources does our value proposition call for?

Distribution channels

How do we reach our customers?
Do our customers want to interact with us in a store, online or by some other means? Which channel works best? How much does each cost?

Cost structure

How much does it cost?
What are the costs of our work? Which resources and activities are the most expensive?

Revenue stream

How much can we expect to make?
What are our customers willing to pay for? How would they prefer to pay? How much does each revenue stream add to our overall revenues?