










Business Model Canvas (ENG)

Project name:

Designed by:

Date:

Version:

8. Key Partners 	7. Key Activities 	2. Value Proposition 	4. Customer Relationships 	1. Customer Segments 
	6. Key Resources 		3. Channels 	
9. Cost Structure 			5. Revenue Streams 	

Business Model Canvas -instructions (ENG)

1. Customer Segments

- Who is your customer?
- Which different customer segments does your company focus on?
- Example: consumer customers, b2b-customers, a specific small target group, a large customer base.

2. Value Proposition

- What unique value do you offer to your customers?
- Why do customers choose your product or service?
- Example: High-quality products, cost-efficiency, innovation, convenience.

3. Channels

- How does your company reach its customers?
- What channels do you use to deliver the value proposition to customers?
- Example: Website, stores, distributors, partnerships.

4. Customer Relationships

- What kind of relationships does your company build with different customer segments?
- Example: Personalized service, dedicated customer support, community building for customers.

5. Revenue

- How does your company make money?
- What are the different revenue streams?
- Example: Product sales, rentals, service fees, subscription fees, licensing fees, advertising revenue.

6. Key Resources

- What resources are needed to deliver the value proposition?
- Example: Machinery and equipment, team expertise, capital, intellectual property (IPR).

7. Key Activities

- What are the most important activities to deliver the value proposition?
- Example: Production, marketing, research and development, customer service.

8. Key Partners

- Which entities help your company carry out its business operations?
- Example: Suppliers, subcontractors, joint ventures.

9. Cost Structure

- What are the biggest costs in implementing your business model?
- Example: Personnel costs, rent, marketing expenses, material costs.