

PROJECT AUTHOR DATE **VERSION** (0) **(√ CUSTOMER SEGMENTS VALUE PROPOSITION CUSTOMER RELATIONSHIPS KEY PARTNERS KEY ACTIVITIES** (854) **KEY RESOURCES CHANNELS** (§) **COST STRUCTURE REVENUE STREAMS**











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KEY PARTNERS



> Who are your most important partners and suppliers (or investors, associates, companies, distributors, etc.)?

> Which partners help you carry out activities that you do not perform in-house?

> Which partners provide you with the resources you do not have in-house?

KEY ACTIVITIES



> What activities are key to delivering on your value proposition?

KEY RESOURCES



- > What do you need to have in order to deliver on your value proposition?
- > What resources are essential (e.g., human, physical, intellectual, material)?

VALUE PROPOSITION



- > What needs/problems do you address?
- > What value do you generate?
- > What are you actually giving your clients?
- > What are the features of your product/service?
- > What are the advantages of your offering?

CUSTOMER RELATIONSHIPS



- > How would you describe your relationship with your clients (e.g., transactionbased, community-oriented, personalized)?
- > What type of relationship do your clients seek?

CHANNELS



- > How do you reach out to your clients?
- > Through what channels do you distribute your products or services?
- > Through what channels do you communicate with your clients?

CUSTOMER SEGMENTS



- > Who do you create value for?
- > Who are vour target clients or target client segments?
- > Who are your biggest clients?
- > What needs must they satisfy?
- > What problems must they solve?
- > What is their profile (e.g., age, gender, income level, lifestyle)?

COST STRUCTURE



- > What is the cost of your key activities and key resources (fixed and variable)?
- > What are the costliest aspects of your business model?





> Where do your revenues come from?

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> How do your clients pay? How do they prefer to pay (e.g., fees, sales agreement, contract agreement, subscription agreement, rental/leasing agreement, licensing agreement)?

INSTITUTE FOR

> What are your most profitable products or services?











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