


















PROJECT

AUTHOR

DATE

VERSION

<b>KEY PARTNERS</b> 	<b>KEY ACTIVITIES</b> 	<b>VALUE PROPOSITION</b> 	<b>CUSTOMER RELATIONSHIPS</b> 	<b>CUSTOMER SEGMENTS</b> 
	<b>KEY RESOURCES</b> 		<b>CHANNELS</b> 	
<b>COST STRUCTURE</b> 			<b>REVENUE STREAMS</b> 	

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<b>KEY PARTNERS</b>  <ul style="list-style-type: none"> <li>&gt; Who are your most important partners and suppliers (or investors, associates, companies, distributors, etc.)?</li> <li>&gt; Which partners help you carry out activities that you do not perform in-house?</li> <li>&gt; Which partners provide you with the resources you do not have in-house?</li> </ul>	<b>KEY ACTIVITIES</b>  <ul style="list-style-type: none"> <li>&gt; What activities are key to delivering on your value proposition?</li> </ul>	<b>VALUE PROPOSITION</b>  <ul style="list-style-type: none"> <li>&gt; What needs/problems do you address?</li> <li>&gt; What value do you generate?</li> <li>&gt; What are you actually giving your clients?</li> <li>&gt; What are the features of your product/service?</li> <li>&gt; What are the advantages of your offering?</li> </ul>	<b>CUSTOMER RELATIONSHIPS</b>  <ul style="list-style-type: none"> <li>&gt; How would you describe your relationship with your clients (e.g., transaction-based, community-oriented, personalized)?</li> <li>&gt; What type of relationship do your clients seek?</li> </ul>	<b>CUSTOMER SEGMENTS</b>  <ul style="list-style-type: none"> <li>&gt; Who do you create value for?</li> <li>&gt; Who are your target clients or target client segments?</li> <li>&gt; Who are your biggest clients?</li> <li>&gt; What needs must they satisfy?</li> <li>&gt; What problems must they solve?</li> <li>&gt; What is their profile (e.g., age, gender, income level, lifestyle)?</li> </ul>
<b>COST STRUCTURE</b>  <ul style="list-style-type: none"> <li>&gt; What is the cost of your key activities and key resources (fixed and variable)?</li> <li>&gt; What are the costliest aspects of your business model?</li> </ul>			<b>CHANNELS</b>  <ul style="list-style-type: none"> <li>&gt; How do you reach out to your clients?</li> <li>&gt; Through what channels do you distribute your products or services?</li> <li>&gt; Through what channels do you communicate with your clients?</li> </ul>	<b>REVENUE STREAMS</b>  <ul style="list-style-type: none"> <li>&gt; Where do your revenues come from?</li> <li>&gt; 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)?</li> <li>&gt; What are your most profitable products or services?</li> </ul>