



BUSINESS MODEL CANVAS

PRESENTATION OVERVIEW

- **WELCOME MESSAGE**
- **BUSINESS MODEL CANVAS OVERVIEW**
- **FRAMEWORK – BUILDING BLOCKS**
- **EXAMPLE**
- **QUESTION & ANSWER**

OVERVIEW

Designed For:		Designed By:		Date:	Version:				
Key Partners		Key Activities		Value Propositions		Customer Relationships		Customer Segments	
		Key Resources				Channels			
Cost Structure					Revenue Streams				

FRAMEWORK – BUILDING BLOCKS



KEY PARTNERS



KEY ACTIVITIES



KEY RESOURCES



CUSTOMER
RELATIONSHIPS



CUSTOMER
SEGMENTS



CHANNELS



VALUE
PROPOSITIONS



COST STRUCTURE



REVENUE STREAMS

Key Partners

Suppliers

Distributors

Resellers

Funders

Investors

Community Partners
and more!

Key Activities

What exactly do you
do?

How do you provide
your service/product
for customers?

Do you have Key
Performance
Indicators in place?

Key Resources

Human
Resources/Staff

Intellectual Property

Equipment

Technology and much
more!

Customer Relationships

What relationship are you expecting with your customers?

Thinking long-term, what is the value customers receive from your business?

Customer Segments

Think about your MOST important customer.

What relationship are you maintaining or hoping to maintain with them?

Channels

How are you reaching, or hoping to reach, your customers?

How are your products/services delivered (e.g. e-commerce, distributors)

Value Propositions

Think about your competitors; what makes you unique?

What problems does your business solve?

Think about your overall value...

Cost Structure

Do you have a pricing strategy (e.g. value-based, low-cost, premium)?

What are your gross margins/earnings before interest, taxes?

What are your biggest expenses?

Revenue Streams

How are you making money?

What is the value customers are willing to pay?

If you have multiple streams, what % does each contribute to your overall revenue?

EXAMPLE

