










# THE BUSINESS MODEL CANVAS

Designed for:

Designed by:

Date:

Version:

<p><b>Key Partners</b> </p> <ul style="list-style-type: none"> <li>&gt; Suppliers</li> <li>&gt; Form of Ownership</li> <li>&gt; Equity Partners</li> <li>&gt; Mentors</li> <li>&gt; Board of Directors</li> <li>&gt; Independent Contractors</li> <li>&gt; Outsourcing</li> <li>&gt; Franchisor</li> <li>&gt; Manufacturers</li> <li>&gt; Wholesalers</li> <li>&gt; Bankers</li> <li>&gt; Real Estate Agents</li> <li>&gt; Accountants</li> <li>&gt; Insurance Agents</li> <li>&gt; Attorneys</li> <li>&gt; Other Service Providers</li> </ul>	<p><b>Key Activities</b> </p> <ul style="list-style-type: none"> <li>&gt; To Do List</li> <li>&gt; SWOT Analysis</li> <li>&gt; SMART Goals</li> <li>&gt; Education/Training</li> <li>&gt; Transition/Exit Strategy</li> <li>&gt; Executive Summary</li> <li>&gt; Licensing &amp; Permits</li> </ul>	<p><b>Value Propositions</b> </p> <ul style="list-style-type: none"> <li>&gt; Product/Service</li> <li>&gt; Business Description</li> <li>&gt; Pains Relieved</li> <li>&gt; Gains Created</li> <li>&gt; Problem Solved</li> <li>&gt; Consumer Need Fulfilled</li> <li>&gt; Competitive Advantage</li> <li>&gt; Value Created</li> <li>&gt; Core Values</li> <li>&gt; Proprietary/Intellectual Property</li> </ul>	<p><b>Customer Relationships</b> </p> <ul style="list-style-type: none"> <li>&gt; Marketing Strategy</li> <li>&gt; Marketing Plan</li> <li>&gt; Marketing Mix</li> <li>&gt; Branding</li> <li>&gt; Pricing Strategy</li> <li>&gt; Marketing Budget</li> <li>&gt; Pre-Opening Marketing</li> </ul>	<p><b>Customer Segments</b> </p> <ul style="list-style-type: none"> <li>&gt; Primary Target Market</li> <li>&gt; Secondary Target Market</li> <li>&gt; Market Research</li> <li>&gt; Demographics</li> <li>&gt; Psychographics</li> <li>&gt; Geographics</li> <li>&gt; User Experience - What are your users seeking?</li> </ul>
<p><b>Cost Structure</b> </p> <ul style="list-style-type: none"> <li>&gt; Cost of Goods Sold (COGS for each Revenue Stream)</li> <li>&gt; Operating Costs (fixed and variable)</li> <li>&gt; Start-Up Costs</li> </ul>	<p><b>Key Resources</b> </p> <ul style="list-style-type: none"> <li>&gt; Human Resources</li> <li>&gt; Employees</li> <li>&gt; Owner and Employees Roles &amp; Responsibilities (Comparative Advantage)</li> <li>&gt; Intellectual Property - Patents, Trademarks, Copyrights</li> <li>&gt; Physical Resources - Machines, Facilities, Land, Buildings, Material, Transportation</li> <li>&gt; Financial Resources - Cash, (Good) Credit, Savings (like saving profit from a market day, to finance the next market day opportunity)</li> <li>&gt; Items under Key Partners</li> <li>&gt; Items under Key Activities</li> </ul>	<p><b>Channels</b> </p> <ul style="list-style-type: none"> <li>&gt; Distribution Strategy</li> </ul>	<p><b>Revenue Streams</b> </p> <ul style="list-style-type: none"> <li>&gt; Pricing and Profit</li> <li>&gt; Income Statements (current and/or projected)</li> <li>&gt; Financial Ratios (ROI, ROS, Payback, Break-even)</li> </ul>	