

Things that cost money

Why we do what we do

Things that make money

Key Partners

Who do we need to work with in order to produce and deliver our solution?

Key Activities

What do we need to do in order to produce, market and deliver our solution?

Key Resources

What do we need to have in order to produce, market and deliver our solution?

Value Proposition

What problem does our product/service solve?

How do we solve it?

What about our competition?

Customer Relations

How do we talk to the market about our solution?

How do we get more customers?

What are our key messages/brand?

Channels

How do we deliver our solution to our customers?

Where will our customers find our solution?

Market and Customer Segments

Who needs our solution?

How many people need our solution right now?

How many will eventually need it?

Cost Structure

How much will our key activities, resources and partners cost us?

Revenue Streams and Pricing Model

How will we get paid for the solution we provide?