## Key Partners
**Who do we need to partner/collaborate with?**
**What do we need to share?**
**Who can help us to deliver the business or project?**

## Key Activities
**What do we need to do to deliver the value to our audiences/customers?**

## Key Resources
**What key resources do you need:**
- Intellectual/creative
- People
- Physical
- Financial
- Technical

## Value Propositions
**What unique experiences, services or products are we offering to our audiences/customers?**
**Which of our audiences/customers' problems are we trying to solve?**
**What are you helping audiences/customers to achieve?**
**What audiences/customers' needs and interests will we be helping to satisfy?**
**What are we creating which is valuable to our customers/audiences?**
- **Who are we?**
- **what we do?**
- **what are our values?**
  (our marketing and brand)

## Customer Relationships
**What type of relationship do we need with our audiences/customers?**
**How can we connect, develop and maintain relationships with audiences/customers?**
**How do we build communities?**

## Customer Groups
**Who are our most important audiences/customers?**
**Who will be interested in our experiences, services or products?**
**How can we understand groups of customers and identify their interests/needs?**

## Channels
**How do we reach each of our different audiences/customer groups?**
- Communication of our offer
- Delivery of creative project/service/product or business

## Funds Out (Cost Structure)
**What are the most important costs:**
- Resources
- Activities

## Funds In (Revenue Streams)
**What is the most significant source of funds for your project/business?**
**What are your audiences/customers willing to pay for?**
**How do they pay?**