








# Business Model Canvas


Designed for:


Designed by:

Date:

Version:

<b>Key Partners</b>  Who do we need to partner/ collaborate with? What do we need to share? Who can help us to deliver the business or project?	<b>Key Activities</b>  What do we need to do to deliver the value to our audiences/customers?	<b>Value Propositions</b>  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? What is our story? <ul style="list-style-type: none"><li>• Who are we?</li><li>• what we do?</li><li>• what are our values?</li></ul> (our marketing and brand)	<b>Customer Relationships</b>  What type of relationship do we need with audiences and customers? How can we connect, develop and maintain relationships with audiences/customers? How do we build communities?	<b>Customer Groups</b>  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?
	<b>Key Resources</b>  What key resources do you need: <ul style="list-style-type: none"><li>• Intellectual/ creative</li><li>• People</li><li>• Physical</li><li>• Financial</li><li>• Technical</li></ul>		<b>Channels</b>  How do we reach each of our different audiences/ customer groups? <ul style="list-style-type: none"><li>• Communication of our offer</li><li>• Delivery of creative project/service/product/ or business</li></ul>	

<b>Funds Out (Cost Structure)</b> What are the most important costs: <ul style="list-style-type: none"><li>• Resources</li><li>• Activities</li></ul> 
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<b>Funds In (Revenue Streams)</b> 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? 
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