

## Key partners



Who is going to help you deliver on that value proposition?

## Key activities



What do you need to do well to make money? How do you provide value to the customer?

What kinds of activities need to happen in order for your customer to get what they expect?

## Key resources



What key resources do you need to deliver that value proposition?

## Value propositions



What value do you deliver to the customer?

Which problem(s) are we helping to solve for the customer?

## Customer relationships



How do you deliver your product or service? Is it B2B, B2C?

How are you reaching your customers and prospects?

## Channels



How do you get, keep and grow/upsell customers?

How do you interact with your current and potential customers?

What type of relationship do they expect from working with you?

## Customer segments

Who are your customers?

Who are you creating value for?

## Cost Structure



What the major cost drivers for the business? Include key resources and key activities in this. What type of cost structure are you going to be using?

### Top Tip

Try starting with  
Customer segments  
+  
Value proposition

Print page 2 to plan your  
own, or use post-its to  
recreate a bigger version of  
the layout.

## Revenue Streams



How is the business earning revenue from customers and delivering the value proposition?

Key partners



Key activities



Value propositions



Customer relationships



Customer segments

Key resources



Channels



Cost Structure



Revenue Streams

