

## Key Partners



Who are our Key Partners?  
 Who are our key suppliers?  
 Which Key Resources are we acquiring from partners?  
 Which Key Activities do partners perform?

**KEY ACTIVITIES TO BE PERFORMED:**  
 Acquisition and onboarding  
 Relationship and account management  
 Definition of particular segments and activities

## Key Activities



What Key Activities do our Value Propositions require?  
 Our Distribution Channels?  
 Customer Relationships?  
 Revenue streams?

**KEY ACTIVITIES:**  
 Production  
 Problem Solving  
 Definition Services

## Value Propositions



What value do we deliver to the customer?  
 Which one of our customer's problems are we offering to solve?  
 What bundles of products and services are we offering to each Customer Segment?  
 Which customer needs are we satisfying?

**KEY BENEFITS:**  
 Performance  
 Customization  
 Cost Savings (to the Buyer)  
 Design  
 Reliability  
 Ease of Installation  
 Risk Reduction  
 Convenience  
 Compatibility

## Customer Relationships



What type of relationship does each of our Customer Segments expect us to establish and maintain with them?  
 Which ones have we established?  
 How are they integrated with the rest of our business model?  
 How costly are they?

**KEY ACTIVITIES:**  
 Relationship Management  
 Self-Service  
 Personalization  
 Co-creation

## Customer Segments



For whom are we creating value?  
 Who are our most important customers?

**KEY METRIC:**  
 Price Realized  
 Acquisition  
 Retention  
 Lifetime Value  
 Market Share Potential

## Key Resources



What Key Resources do our Value Propositions require?  
 Our Distribution Channels?  
 Customer Relationships?

**KEY RESOURCES TO BE ACQUIRED:**  
 Financial  
 Intellectual (brand names, copyrights, data)  
 Physical

## Channels



Through which Channels do our Customer Segments want to be reached?  
 How are we reaching them now?  
 How are our Channels integrated?  
 Which ones work best?  
 Which ones are most cost-efficient?  
 How are we integrating them with customer routines?

**KEY ACTIVITIES:**  
 1. Direct sales  
 2. Indirect sales (retailers, distributors, agents, etc.)  
 3. Franchises  
 4. Resellers (intermediaries who represent the business)  
 5. Partners (intermediaries who provide services to the business)  
 6. Other sales  
 7. Other (intermediaries who provide support)

## Cost Structure

What are the most important costs inherent in our business model?  
 Which Key Resources are most expensive?  
 Which Key Activities are most expensive?

**KEY COST STRUCTURE:**  
 Fixed Costs (rent, salaries, etc.)  
 Variable Costs (materials, etc.)  
 Semi-variable Costs (utilities, etc.)  
 Intangible Costs (branding, etc.)  
 Sunk Costs (irrecoverable costs)



## Revenue Streams

For what value are our customers really willing to pay?  
 For what do they currently pay?  
 How are they currently paying?  
 How would they prefer to pay?

**KEY REVENUE STREAMS:**  
 1. Transactional Revenue  
 2. Recurring Revenue  
 3. Usage-based Revenue  
 4. Subscription Revenue  
 5. Advertising Revenue  
 6. Commission Revenue  
 7. Other Revenue

