










# The Business Model Canvas



<p><b>Key Partners</b></p>  <p>Who are the people you need to make it happen? (suppliers, partners etc)</p>	<p><b>Key Activities</b></p>  <p>What will your business need to do? (design? Manufacture?)</p>	<p><b>Value Proposition</b></p>  <p>What is the value to your customers? (what need are you solving?)</p>	<p><b>Customer Relationships</b></p>  <p>How do you get, keep , and grow customer?</p>	<p><b>Customer Segments</b></p>  <p>Who are your customers? (pregnant women? Footballers?)</p>
	<p><b>Key Resources</b></p>  <p>What will your business need to function? (key staff, equipment)</p>		<p><b>Channels</b></p>  <p>How will you sell your product to you customers? (online, markets)</p>	
<p><b>Cost Structure</b></p> <p>What are the cost and expenses to operate the business?</p> 		<p><b>Revenue Streams</b></p> <p>How do you actually make money from your product and service being sold to customer segments? (direct sales, subscription, memberships)</p> 		

For more resources, inspiration, or support, head to [www.shebuild.org](http://www.shebuild.org)