## **The Business Model Canvas**



Key Partners



Who are the people you need to make it happen? (suppliers, partners etc)

Key Activities

What will your business need to do? (design? Manufacture?)

Value Proposition

> What is the value to your customers? (what need are you solving?)

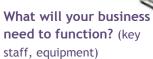
Customer Relationships

How do you get, keep , and grow customer?

Customer Segments

Who are your customers? (pregnant women? Footballers?)

Key Resources



Channels

How will you sell your product to you customers? (online, markets)

Cost Structure What are the cost and expenses to operate the business?



Revenue Streams How do you actually make money from your product and service being sold to customer segments? (direct sales, subscription, memberships)

