Business Model Canvas for:

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| 1. **Key Partners:**
* Who will help you?
* Who are your key partners/suppliers?
* What are the most important motivations

for the partnerships? | 1. **Key Activities:**
* How do you do it?
* What key activities does your value proposition require?
* What activities are most important for your distribution channels, customer relationships, revenue streams etc?
 | 1. **Value Proposition:**
* What do you do well?
* What do customers pay extra for?
* What core value do you deliver to your audience?
* Which needs are you satisfying?
 | 1. **Customer relationships:**
* How do you interact?
* What relationship that the target audience expect you to establish to get repeat sales?
* How can you integrate that into your work?
 | 1. **Customer segments:**
* Who do you help?
* Which groups are you creating value for?
* Who is your most important audience?
* Avatars of individual people and their interests
* What problems are you trying to solve for them?
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| 1. **Key Resources:**
* What do you need for key activities?
* What key resources does your value proposition require?
 | 1. **Sales Pitch:**
* How do you reach customers?
* Which channel does your audience want to
* be reached?
* Which channels work best and how much do they cost?
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| 1. **Cost Structure:**
* What will it cost (activity-based costing)?
* What are the most important costs in your work?
* Which key resources/ activities are most expensive?
 | 1. **Revenue streams:**
* How much will you make (after cost)
* What are the first products your audiences willing to pay for to get the first sale?
* What are the add-ons, and how do they pay?
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*Replace the bullet points on the table above with your business information. Book a call to discuss at* [*https://inception.net.au/contact/*](https://inception.net.au/contact/)