


Key Partners

What other businesses or services will you work with to run your business? Think about suppliers, manufacturers, subcontractors, strategic partners?

[Stakeholder Map](#)

Key Activities



How are you gaining competitive advantage? What are your unique selling points?

[Competitive Map](#)


Key Resources



What Key resources do you require? These could include staff, capital, or intellectual property

[Operating Model](#)
Organizational Design

5. Value Proposition:




What is your clear and simple mission statement that will turn your target prospect in to a customer?

What is your unique way /approach to solving the customers problem?

[Value Proposition Map](#)


Customer Relationships



What type of relationship does each of our customer segments expect us to establish and maintain?

[Client Experience Map](#)


Channels:



Where do your customers find you? How do you reach and service them?

[Marketing & Sales Funnel](#)


Customer Segments:



- List your target customers and users.
- What are their characteristics?
- Who are most likely to be your early adapters?
- Are your customers individuals or businesses?

[Persona Empathy Map](#)


Cost Structure:



Is your focus on minimizing cost or maximizing value? What are your significant fixed and variable costs?

[Profit & Loss Statement](#)

Revenue Streams:



How will you be making money? Will you be able to generate enough revenue to sustain your business? Do you need additional investments?

[TAM, SOM, SAM Model](#)

Get started on your Business Model Canvas!