Selfstorming

Business Model Canvas

A business-model map: the nine building blocks of how a company creates, delivers and captures value, on one page. Origin: Alexander Osterwalder & Yves Pigneur (Strategyzer)

FRAMEWORK TEMPLATE

Key Partners

Key Activities

Key Resources

Value Propositions

Customer Relationships

Channels

Customer Segments

Cost Structure

Revenue Streams

- **KEY PARTNERS:** The suppliers and partners that supply key resources or perform key activities you choose not to build in-house.
- **VALUE PROPOSITIONS:** The specific bundle of products and services that solves a job, relieves a pain, or creates a gain for a segment.
- **CUSTOMER SEGMENTS:** The distinct groups of people or organisations served, drawn separately when they need different value.
- **KEY ACTIVITIES:** The few most important things the business must do well to deliver its value proposition. Not a department list.
- **CUSTOMER RELATIONSHIPS:** The type of relationship each segment expects - self-serve, automated, personal, dedicated, or community.
- **COST STRUCTURE:** The most significant costs of running the model, flowing from resources, activities, and partners. Cost-driven or value-driven.
- **KEY RESOURCES:** The assets - physical, intellectual, human, financial - the model genuinely cannot run without.
- **CHANNELS:** The touchpoints used to reach, sell to, and deliver value to each segment across awareness to after-sales.
- **REVENUE STREAMS:** How the business captures value in cash from each segment, and the pricing mechanism behind it.