


THE IDEA: _____

DEVELOPED BY: _____


DATE: ___ / ___ / ___ VERSION: _____

KEY PARTNERS 


Which external strategic partners do I need to successfully produce, realize and sell my product or service?

KEY ACTIVITIES 


What are the most important activities I need to perform in order to realize my value proposition for my customer?

VALUE PROPOSITIONS 


What is my offer for the customer? What needs or problems of the customer do I solve? Why does it matter to them?

CUSTOMER RELATIONSHIPS 

How do I create relationships with (new) customers and how can I maintain this relationship?

CUSTOMER SEGMENTS 


Who are my most important customers and what are their needs?

KEY RESOURCES 


What resources and people do I need in my organization to realize my value proposition?

CHANNELS 

How can I reach my customers? Think about both communicating and delivering your product or service.

COST STRUCTURE 

What are the costs for developing my product or service? What are the most important fixed and variable costs after the introduction in the market?

REVENUE STREAMS 

How can I make money with my concept? For what value are my customers willing to pay? What are the main sources of income for my organization?