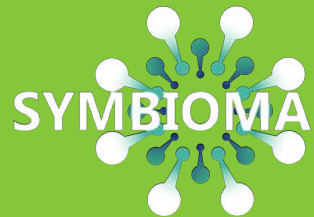


Business Model Canvas



Business Model Canvas

<p>7. Key partners</p> <ul style="list-style-type: none">----	<p>6. Key activities</p> <ul style="list-style-type: none">----	<p>2. Value proposition</p> <ul style="list-style-type: none">----	<p>4. Customer relationships</p> <ul style="list-style-type: none">----	<p>1. Customer segment</p> <ul style="list-style-type: none">----
<p>8. Cost structure</p> <ul style="list-style-type: none">----	<p>5. Key resources</p> <ul style="list-style-type: none">----		<p>3. Channels</p> <ul style="list-style-type: none">----	

Description of each block

1. **Customer segments**—Who is going to use this product?
2. **Product value propositions**—What is this going to do for the customer to make their life/job better?
3. **Revenue streams**—How will the company make money from this product?
4. **Channels**—How will the product be sold or distributed?
5. **Customer relationships**—What is the success and support strategy for new customers?
6. **Key partners**—What other companies or individuals are part of the development and go-to-market strategy?
7. **Key activities**—What must happen internally to release this product?
8. **Key resources**—What people, materials and budget are required to pull this off?
9. **Cost structure**—How much will it cost to develop, manufacture, distribute, and support the product?