

 **KEY PARTNERS**

What non-key-activities can you outsource to partners so you can focus?

What type of partners will you need?

Who are your key helpers?

Who are your business allies?

 **KEY ACTIVITIES**

What are the most important activities?

What will you do?

What will others do?

 **KEY RESOURCES**

What resources are required to thrive?

Startup capital, assets, staff, partnerships?

 **VALUE PROPOSITIONS**

What value are you providing?

What product/service are you offering?

What problem are you solving?

Why will customers buy from you?

 **CUSTOMER RELATIONSHIPS**

How do you maintain customers?

How do you make customer relationships great?

What value do you provide during the sales cycle?

 **CHANNELS**

How do the customers know you and how are the channels integrated into your routine?

How does your product/service get to your customers

 **CUSTOMER SEGMENTS**

Who are your customers?

Who do you help/serve best?

How can they be grouped or categorized into segments?

What are their persona's?

 **COST**

What are the most important/fundamental costs

What ongoing/subsription costs you will need?

What staffing or agency costs will you need?

 **REVENUE STREAMS**

How do you generate revenue?

What will your pricing structure be like?

How do you increase/maintain sales or upsell?



KEY PARTNERS



KEY ACTIVITIES



VALUE PROPOSITIONS



CUSTOMER RELATIONSHIPS



CUSTOMER SEGMENTS



KEY RESOURCES



CHANNELS



COST



REVENUE STREAMS