# 8. Key Partners

- Who are our key partners? Who are our key
- Which key resources are we acquiring from partners?
- Which key activities do partners perform?

Write here.

## 7. Key activities

- What key activities do our value propositions require?
- Our distribution channels?
- Customer relationships?
- Revenue streams? Write here.

## 2. Value propositions

- Who are our key partners? Who are our key suppliers?
- Which key resources are we acquiring from partners?
- Which key activities do partners perform?

Write here.

# 4. Customer relationships

- What type of relationship does each of our customer segments expect us to establish and maintain with them?
- Which ones have we established? How costly are they?
- How are they integrated with the rest of our business

Write here.

## 1. Customer segments

- For whom are we creating value?
- Who are our most important customers? Write here.



### 6. Key resources

- What key resources do our value propositions require?
- Our distribution channels?
- Customer relationships?
- Revenue streams?

Write here.

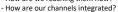


- Through which channels do our customer segments want to be reached?
- How are we reaching them now?

- How are we integrating them with customer routines?

# 3. Channels





- Which ones work best?
- Which ones are most cost-efficient?
- Write here.

### 9. Cost structure

- What are the most important costs inherent in our business model?
- Which key resources are most expensive?
- Which key activities are most expensive?

Write here.



### 5. Revenue streams

- For what value are our customers really willing to pay?
- For what do they currently pay? How are they currently paying?
- How would they prefer to pay? How much does each revenue stream contribute to overall revenues?

Write here.

