BUSINESS MODEL CANVAS

KEY PARTNERS | KEY ACTIVITIES | VALUE PROPOSITION | RELATIONSHIPS | CUSTOMERS

KEY RESOURCES

CHANNELS

COSTS | REVENUE

© 2019, UWM Lubar Entrepreneurship Center
**KEY PARTNERS**
- Are there partners who can complement the value you deliver?
- What are the key affinity groups that can help you reach your customers?
- Who are the key opinion leaders?

**KEY ACTIVITIES**
- What are all of the activities to deliver value to your customer?
- Which ones are you best equipped to do?
- Which activities are best done by partners?
- What are the non-recurring activities to get started?
- What recurring activities scale with the business?

**VALUE PROPOSITION**
- What customer pains do you solve?
- What gains do you offer customers?

**RELATIONSHIPS**
- What relationship is needed to deliver value?
- Is it one-time or ongoing?
- Is there a high need for logistics?
- Is there a high information exchange needed?

**CHANNELS**
- What channels will you use to reach your customers?
- What relationship is needed to deliver value?
- Is it one-time or ongoing?
- Is there a high need for logistics?
- Is there a high information exchange needed?

**CUSTOMERS**
- Who is your customer?
- Is your customer different from your user?
- Who has purchasing authority?
- What is the market?
- What segment benefits most?
- How big is your market segment?

**KEY RESOURCES**
- What talents/people do you need inside the company?
- Are there intellectual property resources that are critical to success?
- How much money do you need to get started?

**COSTS**
- What are the key cost drivers?

**REVENUE**
- What revenue models could be used to capture value?

---

**BUSINESS MODEL CANVAS**

**ENTERPRISE:**

**TEAM:**

**DATE:**

**VERSION:**

---

© 2019, UWM Lubar Entrepreneurship Center