### The Business Model Canvas

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

**Key Activities**
- Which key activities do our value propositions require?
- Our distributor channels?
- Customer relationships?
- Revenue streams?

**Value Propositions**
- What value do we deliver to the customer?
- Which one of our customers' problems are we helping to solve?
- What bundles of products and services are we offering to each segment?
- Which customer needs are we satisfying?
- What is our Minimum Viable Product?

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

**Customer Relationships**
- How do we get, keep, and increase customers?
- Which customer relationships have we established?
- How are they integrated with the rest of our business model?
- How costly are they?

**Key Activities**
- Which key activities do our value propositions require?
- Our distributor channels?
- Customer relationships?
- Revenue streams?

**Customer Segments**
- For whom are we creating value? Who feels the problem we are solving most acutely?
- Who are our most important customers?
- Can we create 1 or 2 customer personas?

**Channels**
- Through which channels do our customer segments want to be reached?
- How do other companies reach them now?
- Which ones work best?
- Which ones are most cost-efficient?
- How can we integrate with places/channels where customers already are?

**Revenue Streams**
- For what value are our customers really willing to pay?
- For what do they currently pay?
- What is the revenue model?
- What are the pricing tactics?

**Cost Structure**
- What are the most important costs inherent to our business model?
- Which key resources are most expensive?
- Which key activities are most expensive?