

## 8. Key Partners

Who are your partners and suppliers? Include financial partners, joint ventures, and strategic partners.

## 9. Key Activities

What are the main activities of your business?

## 1. Value Propositions

What want/need does your business fill? What problem do you solve? Include market research to support your claim.

## 5. Customer Relationships

How does your business get, keep, and grow your customer base?

## 3. Customer Segments

Who are your customers? What types of customers do you serve? Include market research to support your claim.

## 7. Key Resources

What are the key financial, physical, human, social, and intellectual assets that you need? Include subcontractors.

## 2. Competition

Is there a need for your business? What already exists? Will your business stand out?

## 4. Channels

How does the value you offer (1) get to your customer segments (3)?

## 10. Cost Structure

What are your most important costs for resources and activities? What are your fixed and variable costs? Do you have any economies of scale (costs that decrease as sales/ production volume increases)?

## 6. Revenue Streams

How do you make money?