

The Business Model Canvas

Designed for:

Designed by:

On: dd/mm/yyyy

Iteration #

Problem top 3 problems	Solution top 3 features	Unique value proposition single, clean, compelling message that states why you are different and worth buying	Unfair advantage can't be easily copied or bought	Customer Segments target customers
	Key metrics key activities you measure		Channels path to customers	
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?			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?	

