

Worksheet Module 3 Week 1: Cheatsheet Business Model Canvas

KEY PARTNERS

Who are your key partners?
Which key resources are you acquiring from partners?
Which key activities do partners perform?

KEY ACTIVITIES

Which key activities do your value propositions require?
Your channels? Customer relationships? Revenue streams?

VALUE PROPOSITION

What bundle of products and services are you offering to each customer segment?
What added value do you deliver to the customer?
Which one of your customers' problems are you helping to solve?
Which customer needs are you satisfying?
What is unique about your offer (compared to the competition)?

CUSTOMER RELATIONSHIPS

What type of relationships does each of your customer segments expect you to establish and maintain with them?
How are they integrated with the rest of your business model?

CUSTOMER SEGMENTS

For whom are you creating value?
Which jobs do they really want to get done?
Who are your most important customers?

KEY RESOURCES

Which key resources do your value propositions require? Your channels? Customer relationships? Revenue streams?

CHANNELS

Through which channels do your customer segments want to be reached?
How are you integrating them with customer routines?

COST STRUCTURE

What are the most important costs inherent in your business model?
Which key elements drive your costs?
How much does each cost item contribute to overall costs?

REVENUE STREAMS

For what value are your customers willing to pay?
For what do they currently pay?
How are they currently paying?
How much does each revenue stream contribute to overall revenues?

SOCIAL AND ENVIRONMENTAL COSTS

What are the potential environmental risks of the business?
What are the potential health risks for workers and the wider society?

SOCIAL AND ENVIRONMENTAL BENEFITS

What potential benefits could the business model bring to the environment?
Can the business model improve health/reduce hazards?
Does it provide jobs?