



40 minutes



1 Explore each section of the canvas to identify your known business model elements



2 Identify where options exist to further develop ideas or run experiments to agree on a model moving forward



[Business Model Canvas Explained \[Video\]](#)

Key Partners

Companies forge partnerships for many reasons, from creating alliances to optimizing their business models, reducing risk, or acquiring resources.

Infrastructure

- Key activities: The most important activities in executing a company's value proposition.
- Key resources: The resources that are necessary to create value for the customer. They are considered assets to a company that are needed to sustain and support the business.

Offering

Value propositions: The collection of products and services a business offers to meet the needs of its customers. What distinguishes it from its competitors.

Customers

- Customer segments: Segmented based on their different needs and attributes to ensure appropriate implementation of corporate strategy to meet the characteristics of selected groups of clients.
- Customer relationships: To ensure the survival and success of any businesses, companies must identify the type of relationship they want to create with their customer segments. That element should address three critical steps of a customer's relationship.

Finances

- Cost structure: This describes the most important monetary consequences while operating under different business models.
- Revenue streams: The way a company makes income from each customer segment.

Key Partners	Key Activities	Value Proposition	Customer Relationships	Customer Segments
Strategic alliances between non-competitors, coopetition. Strategic partnerships between competitors. Joint ventures to develop new businesses. Buyer-supplier relationships to assure reliable supplies.	Production, problem solving or platform/network.	Value through various like newness, performance, customization, "getting the job done", design, brand/status, price, cost reduction, risk reduction, accessibility, and convenience/usability. Quantitative (price/efficiency) or Qualitative (overall customer experience/outcome).	How the business will get new customers, how the business will keep customers purchasing or using its services and how the business will grow its revenue from its current customers.	Mass market, Niche market, Segmented, Diversified or Multi-sided platform/market.
Key Resources				
Human, financial, physical or intellectual.		Channels		
		An organization can reach its clients through its own channels (store front), partner channels (major distributors), or a combination of both.		
Cost Structure		Revenue Structure		
Classes; Cost-driven or value-driven. Characteristics; Fixed costs, variable costs, Economies of scale or Economies of scope.		Asset sale, usage sale, subscription fees, lending/leasing/renting, licensing, brokerage fees, or advertising		