

# The Business Model Canvas

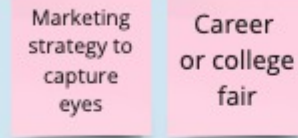
## Key partners

What are your key partners to get competitive advantage?



## Key activities

What are the key steps to move ahead to your customers?



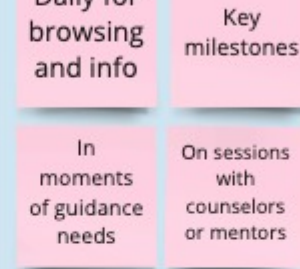
## Key propositions

How will you make your customers' life happier?



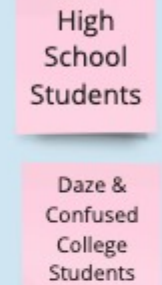
## Customer relationships

How often will you interact with your customers?



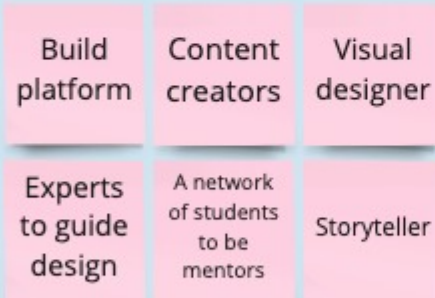
## Customer segments

Who are your customers? Describe your target audience in a couple of words.



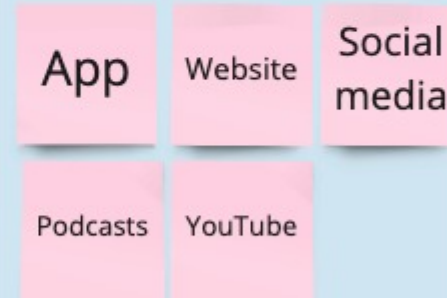
## Key resources

What resources do you need to make your idea work?



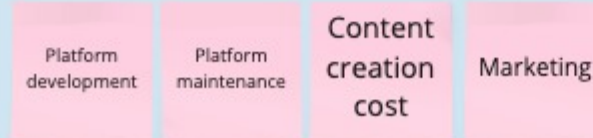
## Channels

How are you going to reach your customers?



## Cost Structure

How much are you planning to spend on the product development and marketing for a certain period?



## Revenue Streams

How much are you planning to earn in a certain period? Compare your costs and revenues.

