

Business Model Canvas

Designed For

Designed By

Date

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 to 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?