

# BUSINESS MODEL CANVAS

## KEY RESOURCES

What do you require to take next steps in your business?

## KEY ACTIVITIES

What do you need to do to make this function together?

## POINT OF DIFFERENCE

What is your offering? How is it unique?

## CUSTOMERS

Who do you help? Target market, pain points, personas.

## CUSTOMER FOCUSED RELATIONSHIPS

What is your relationship with your customers?

## KEY PEOPLE

Who will help you; who is on your A Team?

## YOUR WHY

What is the purpose of your business?

## CHANNELS & CONNECTIONS

How and where do you connect to your customer? Customer journey, market place, marketing platforms.

## COSTINGS & VIABILITY

What are costs involved? Startup / operating costs, break-even volumes, sales targets.

## INCOME STREAMS & VIABILITY

How will you make money/revenue?