

Business Model Canvas

Key Partnerships and Relationships 	Key Activities 	Mission and Value Proposition 	Customer Relationships 	Customer Segments 
	Key Resources, Materials, Supplies 	Code of Ethics	Channels 	
Fixed and Variable Costs 		Revenue 		

Business Model Canvas

Use the Business Model Canvas to start expanding your business ideas.

<https://www.youtube.com/watch?v=QoAOzMTLP5s>

Key Partnerships and Relationships

What will you get other groups to do so you can focus on the Key Activities?



Key Activities



What *uniquely* strategic things will your business do to deliver value?

Key Resources, Materials, Supplies

What unique strategic assets must the business have to operate?



Mission and Value Proposition



What's compelling about your proposition? Why will customers buy or use?

Corporate Social Responsibility

Will you be using the Test of Disclosure to ensure your business will be ethical?

Are you considering affiliating your business with a charitable organisation?

Customer Relationships



How will you interact with the customer?

Channels



How will you promote, sell, and deliver?

Customer Segments



Who are the customers? What do they think? See? Feel? Do?

Fixed and Variable Costs

What are necessary expenses for operating your business?



Revenue

How will the business make money? Are there multiple revenue streams?

