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| Key Partners | Who are your key partners and suppliers? What resources will you be gaining from them? What activities will be performed by the key partners? |
| Key Activities | List the main activities required by your value propositions. What are your distribution channels? How will you handle customer Relationships? Address questions about production, how problems will be solved, and what platform/network will be used. |
| Key Resources | Physical, intellectual, Human, and financial resources needed to make your value proposition work. |
| Value Propositions | What value do you add to your customers? Which of your customers’ problems are you solving and what needs are you satisfying? Look into issues of newness, performance, customization, cost Reduction, accessibility, and convenience. |
| Customer Relationships | What relationships must you establish with each of your customer segments and how are you going to maintain them. Have you established any relationships so far and if so, how costly are they? |
| Customer Segments | Who is your most important customer, and who do you intend to create value for? Are you addressing a small niche or a mass-market? |
| Channels | Which channels will you use to reach each of your customer segments? How will you create those channels? |
| Cost Structure | What are the most significant costs in your business model? Which ones of your resources and key activities are most expensive? |
| Revenue Streams | What are your customers willing to pay for and what are they currently paying for? How much are the customers currently paying and how much would they rather pay? |