

Business Canvas

Key Partners	Key Activities	Value Propositions	Customer Relations	Customer Segments
<p><i>Who are your partners? Who are your suppliers? What do they provide?</i></p> <p>Partnership Types</p> <ul style="list-style-type: none">• Strategic• Competition• Joint ventures• Buyer-Supplier• Affiliate• Coach/mentor• Family members	<p><i>What do you do to get your name and product out to your customers to create revenue stream?</i></p> <p>Such as</p> <ul style="list-style-type: none">• Production• Platform/network• Problem-solving <p>Key Resources</p> <p><i>What resources do you require to deliver your proposition?</i></p> <p>Resource Types</p> <ul style="list-style-type: none">• Employees• Office/equipment etc.• Intellectual• Financial	<p><i>Your products and services.</i></p> <ul style="list-style-type: none">• How do you help?• Which problem do you solve?• What products and services do you offer?• What customer need are you satisfying?	<p><i>How do you maintain your relationships with your clients? What does this cost?</i></p> <ul style="list-style-type: none">• Personal assistance• Self service – online/chat• Communities• Memberships• Social media <p>Distribution Channels</p> <p><i>How do your clients like to be reached, and how are you reaching them? Which are cost effective and work best?</i></p> <ul style="list-style-type: none">• Owned: Social media, YouTube, websites, etc.• Partners: Affiliates, networking, speaking, referrals, etc.	<p><i>Who is your ideal client?</i></p> <ul style="list-style-type: none">• Sex• Age group• Profession, etc. <p>Customer Types</p> <ul style="list-style-type: none">• Mass market• Niche market• Segmented• Diversified• Multi-sided platform
Cost Structures		Revenue Streams		
<p><i>List the most important costs to run your business.</i></p> <ul style="list-style-type: none">• Identify which key resources and activities are most expensive?• Is your business more cost-driven or value-driven?		<p><i>Which products are your clients willing to pay for? How do they pay? How much does each income stream contribute to your overall revenues?</i></p> <p>Income Stream Types</p> <ul style="list-style-type: none">• Product sales• Memberships• Website• Social media etc.• Affiliate/referral		