

Key Partners

- | Who are our Key Partners?
- | Who are our key suppliers?
- | Which Key Resources are we acquiring from partners?
- | Which Key Activities do partners perform?
- | motivations for partnerships:
 - Optimization and economy
 - Reduction of risk and uncertainty
 - Acquisition of particular resources and activities

Key Activities

- | What Key Activities do our Value Propositions require?
- | Our Distribution Channels?
- | Customer Relationships?
- | Revenue streams?

Key Resources

- | What Key Resources do our Value Propositions require?
- | Our Distribution Channels?
- | Customer Relationships?
- | Revenue Streams?

Value Proposition

- | What value do we deliver to the customer?
- | Which one of our customer's problems are we helping to solve?
- | What bundles of products and services are we offering to each Customer Segment?
- | Which customer needs are we satisfying?

Customer Relationships

- | What type of relationship does each of our Customer Segments expect us to establish and maintain with them?
- | Which ones have we established?
- | How are they integrated with the rest of our business model?
- | How costly are they?

Channels

- | Through which Channels do our Customer Segments want to be reached?
- | How are we reaching them now?
- | How are our Channels integrated?
- | Which ones work best?
- | Which ones are most cost-efficient?

Customer Segments


- | For whom are we creating value?
- | Who are our most important customers?
 - Mass Market
 - Niche Market
 - Segmented
 - Diversified
 - Multi-sided Platform

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 Stream


- | 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?

Key Partners 


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Key Activities 


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Key Resources 


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Value Proposition 


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Customer Relationships 


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Channels 


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Customer Segments 

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Cost Structure 

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Revenue Stream 

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