

01 Key Partners

- Who are our partners and suppliers?

02 Key Activities

- What are the key activities our value propositions require?

04 Value Propositions

- What value do we deliver to our customers?

05 Customer Relationships

- What type of relationship does each segment of customers expect?

07 Customer Segments

- For whom are we creating value?

03 Key Resources

- To satisfy our customers, what are the key resources we need?

06 Channels

- How do we reach each of our customer segments?

08 Cost Structure

- In our business model, what are the most important costs?

09 Revenue Streams

- What value are our customers willing to pay for?