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| **Key Partners**What business are we in?Who has a specialty we can leverage?Are there any risks depending on a partner? | **Key Activities**Which activities are most important?Which activities can’t be easily substituted?What activities could be outsourced? | **Value Proposition**What does my customer want?Why do they want that?What are my customer’s pain points that I can fix? | **Customer Relationships**Short-term or long-term relationship?Is it a personal or automated relationship?What tone for communication? | **Customer Segments**Who is my customer?Is customer different to end user and beneficiary?What are characteristics of customers?Who would be a good persona to use as a reference point? |
| **Key Resources**What are our key resources?How can we protect our key resources? What should we outsource and what should we do ourselves? | **Channels**Where do we first engage our customers?What channels best match our value proposition?Are we experts at our chosen channels? |
| **Cost Structure**What do we need to spend money on? Which costs are one-off and which are ongoing? Which are fixed and which are variable?  | **Revenue Streams**What is our pricing strategy? Does this match our value proposition? Do we understand our customer’s purchase behaviour? Are our customers both willing to pay and able to pay? |