

"A **business model canvas** can help you develop a clear plan on how to grow your idea into something **BIGGER.**"

CANADA
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Another Awesome Tool for Small
Business From CanadaStartups.org

The Business Model Canvas is a one-page overview that allows you to map out what it is your business will do and how you will go about doing it. The visual format of the Business Model Canvas lays out the crucial activities and challenges involved with building your business, and they relate to each other.



20 Minute Business Plan

Before You Start

Your competitors can tell you A LOT about your own business. Choose 1 or 2 of your competitors and map out their business models, to provide insight on your own canvas. Armed with this information you'll have a greater understanding of what your customers want and what they are willing to pay for.



The Business Model Canvas

Designed for:

Designed by:

Date:

Key Partners	Key Activities	Value Propositions	Customer Relationships	Customer Segments
				
	Key Resources		Channels	
				
Cost Structure		Revenue Streams		
				
				

How do I use it ?

Complete each section of your canvas by answering the following questions about your business.



Key Partners

- Who are your key partners?
- Who are your key suppliers?
- Which key resources are you acquiring from partners?
- Which key activities do partners perform?



Key Activities

- What key activities do your value propositions require?
- What activities are most important to your distribution channels?, customer relationships and revenue stream?



Key Resources

- What key resources do your value propositions require?
- What resources are most important to your distribution channels, customer relationships and revenue stream?



Value Propositions

- What value do you deliver to the customer?
- Which one of your customer's problems are you trying to solve?
- What bundles of products and services will you offer to each customer segment?
- Which customer needs are you satisfying?



Customer Relationships

- What type of relationships does each customer segment expect you to establish and maintain with them?
- How are they integrated with the rest of your business model? How costly are they?



Customer Segments

- For whom are you creating value?
- Who are your most important customers?



Channels

- Through which channels do your customers want to be reached?
- How are you reaching them now?
- Which ones work best? Are more cost-efficient?
- How are you integrating them with customer routines?



Cost Structure

- What are the most important costs inherent in your business structure?
- Which key resources are most expensive?
- Which key activities are most expensive?



Revenue Streams

- What are your customers really willing to pay for?
- What are they currently paying for?
- How are they currently paying?
- How would they prefer to pay?
- How much does each revenue stream contribute to the overall revenue?

To make a Business Model Canvas, the easiest way to start is by filling out what you do. This helps keep the focus on your main goal as you fill out the other building blocks of the canvas. From there you can build on that goal and see how it can be achieved by adding details about the other activities and resources you have.

Checklist:

- Print or draw the canvas on a big sheet of paper
- Have plenty of sticky notes and markers ready
- Allow yourself 45-60 minutes of undisturbed time

Start by mapping out the business on a high level: only the most important, vital aspects of the business model.

Start from a blank canvas and add notes with keywords to each building block of the canvas. If you use 'sticky notes' for this, you can move ideas around as you fill out each building block in the canvas. You may want to colour-code elements related to a specific client segment.

Link up the building blocks: every value proposition needs a customer segment and a revenue stream!

Tip: If you have multiple customer segments it is best to pick a color for each segments in the post it notes you use. That way you easily see if for each segment there is a value proposition and a revenue stream.

Take a step back check if every customer segment is linked to a value proposition and a revenue stream. Make sure everything on the left side of the canvas is needed to support the right side of the canvas. Everything else can go.

Tip: be careful not to fall in love with your first idea and instead sketch out alternative business models for the same product, service, or technology.

If you get stuck refer to the below references:

KEY PARTNERS
Who will help you?

KEY ACTIVITIES
How do you do it?

KEY RESOURCES
What do you need?

VALUE PROPOSITION
What do you do?

CUSTOMER RELATIONSHIP
How do you interact?

CHANNELS
How do you reach them?

CUSTOMER SEGMENT
Who do you help?