








# Business Model Canvas: Describe Your Business Model

Described For: \_\_\_\_\_  
 Described By: \_\_\_\_\_

**My Business Model Works Because:** \_\_\_\_\_

Date: \_\_\_\_\_  
 Version: \_\_\_\_\_

**Our Model Won't Work Anymore If:** \_\_\_\_\_

<p><b><u>Key Partners</u></b>                  Our Key Partners Outside Our Company Who Help Us Provide Our Products/Services Are ...</p> 	<p><b><u>Key Activities</u></b>                  We Make Our Products/Services By ...</p> 	<p><b><u>Value Proposition</u></b>                  We Sell ...</p> 	<p><b><u>Customer Relationships</u></b>                  We Keep Our Customers By ...</p> 	<p><b><u>Customer Segments</u></b>                  Those Who Buy From Us Are ...</p> 
<p><b><u>Key Resources</u></b>                  To Make Our Products/Services We Use ...</p> 	<p><b><u>Customer Channels</u></b>                  We Reach Our Customers Through ...</p> 	<p style="border: 1px dashed green; padding: 5px;"><b>The One Short, Strong, Visual Pain/Gain Statement That Describes The Essence Of Our Value Is:</b></p> <p>_____</p> <p>_____</p> <p>_____</p>		<p><b><u>Customer Relationships</u></b>                  We Deliver To Our Customers Through ...</p>
<p><b><u>Cost Structure</u></b>                  We Control Our Costs By:</p> 		<p><b><u>Revenue Streams</u></b>                  Our Customers Pay Us In The Following Ways ...</p> 		

**Instructions:** A Business Model describes the rationale of how an organization creates, delivers, and captures value. Succinctly describe each building block.

Business Model = The Logic = A Blueprint = The Core Content = The Short Story



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 The 9 Component Business Model Canvas is adapted from the book Business Model Generation (www.BusinessModelGeneration.com) by Dr. Alex Osterwalder (Nick Niemann, Co-Contributor).  
 This Canvas is one of the tools from the Business Model Innovation Workshop: "Break It and Make It - How to Successfully Transform Your Business Model" (Nick Niemann, Presenter).

See Business Model Workshop 201 Guide for alternatives for each of the 9 Building Blocks  
 See Business Model Workshop 301 Guide for Strategic Plan Testing and Execution

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