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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **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** | | | | |
|  | | | | |  | | | | |
|  | | | | Adapted from Strategyzer AG (www.strategyzer.com) | | | | | |