

BUSINESS CANVAS

Designed for:

Date:

Version:

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|---|--|--|--|---|
| <p>PROBLEM What is the problem you have identified? Who does it affect? How do they describe the problem?</p> <p>How is the problem currently addressed? Who are your competitors and how are they addressing the problem?</p> | <p>ACTIVITIES In what ways will you deliver the Value Proposition?</p> | <p>VALUE PROPOSITION What value do you deliver your customer? How are you helping to solve their Problem?</p> | <p>TARGET CUSTOMER For whom are you producing value?</p> | <p>CHANNELS How do you reach your Target Customer?</p> |
| <p>PARTNERS Who is going to help you and what help are they providing?</p> | <p>RESOURCES What physical, intellectual, financial and human resources do you require to create value?</p> | <p>PURPOSE What is the purpose of your business beyond making money? What inspires you to do what you do?</p> <p>KEY METRICS What key metrics will you use to measure how your business is doing and how will you be measured externally? Internal metrics:</p> <p>External metrics:</p> | <p>REGULATOR Is your business sector regulated? Who is the regulator? What do you need to do to remain compliant?</p> | |
| <p>COST STRUCTURE What are your fixed and variable costs?</p> | | <p>REVENUE STRUCTURE What are your sources of revenue?</p> | | |

