I want to develop a clear plan
on how to grow my idea into something bigger

Business Model Canvas

Who will help you?
Key Partners

Who are your key partners/suppliers?
What are the most important motivations for the partnerships?

How do you do it?
Key Activities

What key activities does your value proposition require?
What activities are most important for your distribution channels, customer relationships, revenue streams etc.?

What do you do?
Value Proposition

What core value do you deliver to your audience?
Which needs are you satisfying?

How do you interact?
Audiece Relationships

What relationship does the target audience expect you to establish?
How can you integrate that into your work in terms of cost and format?

Who do you help?
Audience Segments

Which groups are you creating value for?
Who is your most important audience?

What do you need?
Key Resources

What key resources does your value proposition require?

How do you reach them?
Distribution Channels

Through which channel does your audience want to be reached?
Which channels work best?
How much do they cost?
How can they be integrated into your and your audiences routines?

What will it cost?
Cost Structure

What are the most important costs in your work?
Which key resources/ activities are most expensive?

How much will you make?
Revenue Stream

For what value are your audiences willing to pay?
What and how do they recently pay?
How would they prefer to pay?
How much does every revenue stream contribute to the overall revenues?