

Business Model Canvas

Map how your business creates, delivers, and captures value with your team.

Key Partnerships

- Who can we partner with to reduce our cost structure?
- Are our partners gaining more from this than we are?

Key Activities

- If we stopped doing this activity, would the business fail?
- Is this activity differentiating, or just table stakes?

Key Resources

- Do we truly need to build this in-house, or can we partner to drastically reduce operational risk?

Value Propositions

- What is the exact mechanism connecting this value proposition to the customer segment?
- Are we describing a product feature, or a tangible monetary/emotional benefit that causes a behavior switch?

Customer Relationships

- Does the relationship model match the pricing? (e.g., high-touch support requires high margins)
- Is the relationship scalable?

Channels

- Is this channel actually affordable given the expected lifetime value?
- Does this channel fit the trust level required for the sale?

Customer Segments

- Is this segment narrow enough that they buy for the exact same reasons?
- Are we pretending there is one business here when there are really three incompatible ones?

Cost Structure

- Does our revenue optimism match our operating reality?
- Are we calling this a lightweight software business when it actually requires heavy, costly human delivery?

Revenue Streams

- Are we confusing a product people can use with a value proposition people will pay for?
- Does this recurring revenue model rely on an unlikely customer habit change?