Freelance Designer

An individual mapping out their freelance business model.

Key Partnerships

- Freelance developers (for handoffs)
- Copywriters

Key Activities

- Client meetings
- Design execution
- Invoicing and admin

Key Resources

- Design skills
- Adobe Creative Cloud / Figma
- Laptop

Value Propositions

- High-quality custom branding
- Fast turnaround times

Customer Relationships

- 1-on-1 collaborative process
- Long-term retainer support

Channels

- Personal portfolio website
- LinkedIn
- Referrals

Customer Segments

- Early-stage startups
- Local small businesses

Cost Structure

- Software subscriptions
- Internet and utilities
- Marketing/networking event tickets

Revenue Streams

- Project-based fees
- Monthly design retainers