Business Model Canvas Cheat Sheet

A tool for mapping how a business creates, delivers, and captures value – a very handy tool for presentations. You can utilise this to give the business an intrinsic view of what is creating the value for them.

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| Block | Guiding Question | Example/Notes |
| Key Partners | Who helps us succeed? |  |
| Key Activities | What do we do every day? |  |
| Key Resources | What do we need to deliver value? |  |
| Value Propositions | What problem are we solving? |  |
| Customer Relationships | How do we interact with customers? |  |
| Channels | How do we reach customers? |  |
| Customer Segments | Who are our main customers? |  |
| Cost Structure | What are our biggest costs? |  |
| Revenue Streams | How do we earn money? |  |

Tip: Use the canvas to map your business or analyse a case.