

BUSINESS CANVAS

Designed for:

Date:

Version:

<p>PROBLEM What is the problem you have identified? Who does it effect? 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 PROPOSITIONS 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 are you going to use to measure how your business is doing and how will you be measured? 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>		

