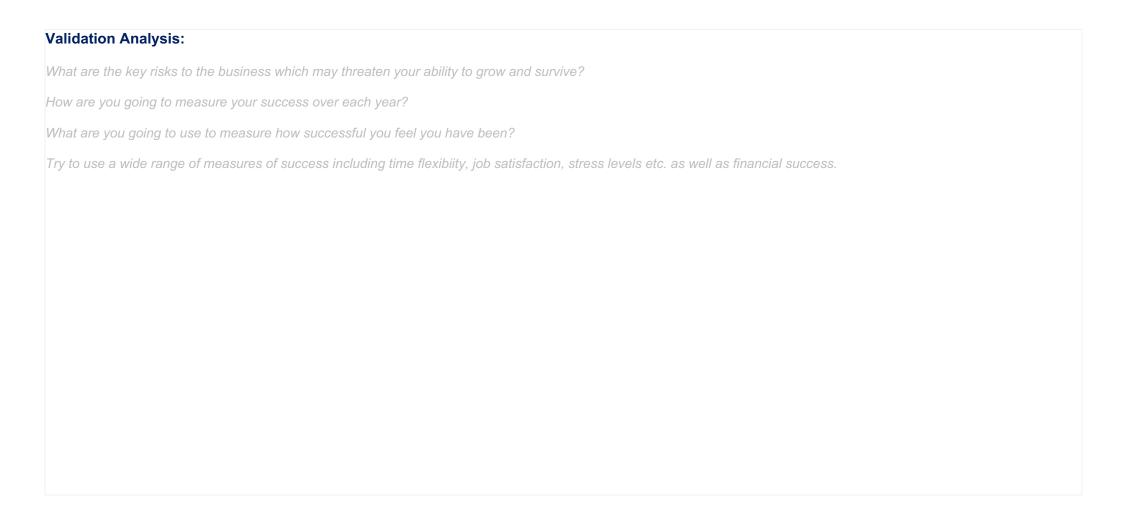


Business name and or description

Business Model Canvas Guide

Key Partners	Key Activities	Value Proposit	ions	Customer Relationships	Customer Segments
Who are all the different external people who will help you create and sell you product?	What activities are involved in creating your product? Physical Production, Operations, Build a Network, Solve Issues etc. Try to identify different parts to activities also. For example: Process raw material, Parts manufacturing, Assembly, Packaging etc.	Value Propositions In as simple and clear words as possible, what are the value post that your customers are going a receive? Try to think about obvious value such as time savings or delicior food, but also less obvious value such as social status,, ecoconsciousness etc. Try to imagine that you are write this for a complete stranger to read.		How will you relate with your scustomers? Face to face meetings, online shop, bespoke, community interaction etc. (This is the level of personal relationship that you have with your customers, not the ways you seel to reach new customers)	Who are the different identifiable groups of customers that you are aiming your marketing at? 20-30yr olds, Triathletes, Vegans etc. It is tempting to say: "Everyone", but the more you can identify some
Cost Structure			Revenue Streams		
What are the key costs involved in creating and selling your product?			What are all the different sources of income that your business can have?		
Fixed costs such as: Rent, Utilities, Wages etc. Variable costs such as: Materials, storage, advertising etc.			Product sales, Service Sales, Add ons, Insurance, Finance etc. Try to identify all the different products and services that you offer.		
Try to think about cost savings as your business gets bigger and also about costs across each year.					







Business:

Business Model Canvas

Key Partners	Key Activities	Value Proposit	tions	Customer Relationships	Customer Segments			
	Key Resources			Channels				
Cost Structure			Revenue Streams					





Validation Analysis:	