

Business name and or description

Business Model Canvas Guide

Key Partners	Key Activities	Value Propositions	Customer Relationships	Customer Segments
<p><i>Who are all the different external people who will help you create and sell you product?</i></p> <p><i>Suppliers, Manufacturing Partners, Montors, Investors etc.</i></p> <p><i>Try to identify all the people who could be a part of making your business a success. (You may also want to think about who may cause your business to fail such as competitors or officials)</i></p>	<p><i>What activities are involved in creating your product?</i></p> <p><i>Physical Production, Operations, Build a Network, Solve Issues etc.</i></p> <p><i>Try to identify different parts to activities also. For example: Process raw material, Parts manufacturing, Assembly, Packaging etc.</i></p> <p>Key Resources</p> <p><i>What are the key resources you will need to create and sell your product?</i></p> <p><i>Factory, Staff, Office, Patents, Loans, Branding etc.</i></p> <p><i>Try to be detailed.</i></p>	<p><i>In as simple and clear words as possible, what are the value points that your customers are going to receive?</i></p> <p><i>Try to think about obvious value such as time savings or delicious food, but also less obvious value such as social status,, eco-consciousness etc.</i></p> <p><i>Try to imagine that you are writing this for a complete stranger to read.</i></p>	<p><i>How will you relate with your customers?</i></p> <p><i>Face to face meetings, online shop, bespoke, community interaction etc.</i></p> <p><i>(This is the level of personal relationship that you have with your customers, not the ways you seel to reach new customers)</i></p> <p>Channels</p> <p><i>How are new customers going to hear about your product and brand?</i></p> <p><i>Social Media, Google Ads, Forums, Events etc.</i></p> <p><i>Try to be specifc about how you will use these channels.</i></p>	<p><i>Who are the different identifiable groups of customers that you are aiming your marketing at?</i></p> <p><i>20-30yr olds, Triathletes, Vegans etc.</i></p> <p><i>It is tempting to say: "Everyone", but the more you can identify some key specific groups, the better you can tailor your marketing.</i></p>
<p>Cost Structure</p> <p><i>What are the key costs involved in creating and selling your product?</i></p> <p><i>Fixed costs such as: Rent, Utilities, Wages etc.</i></p> <p><i>Variable costs such as: Materials, storage, advertising etc.</i></p> <p><i>Try to think about cost savings as your business gets bigger and also about costs across each year.</i></p>			<p>Revenue Streams</p> <p><i>What are all the different sources of income that your business can have?</i></p> <p><i>Product sales, Service Sales, Add ons, Insurance, Finance etc.</i></p> <p><i>Try to identify all the different products and services that you offer.</i></p>	

Validation Analysis:

What are the key risks to the business which may threaten your ability to grow and survive?

How are you going to measure your success over each year?

What are you going to use to measure how successful you feel you have been?

Try to use a wide range of measures of success including time flexibility, job satisfaction, stress levels etc. as well as financial success.

Business:

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	Key Resources		Channels	
Cost Structure			Revenue Streams	

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