

*Business name and or description*

## Business Model Canvas Guide

<b>Key Partners</b>	<b>Key Activities</b>	<b>Value Propositions</b>	<b>Customer Relationships</b>	<b>Customer Segments</b>
<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><b>Key Resources</b></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><b>Channels</b></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>
<b>Cost Structure</b>			<b>Revenue Streams</b>	
<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><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:*

# Business Model Canvas

Key Partners	Key Activities	Value Propositions	Customer Relationships	Customer Segments
	<b>Key Resources</b>		<b>Channels</b>	
<b>Cost Structure</b>			<b>Revenue Streams</b>	



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**Validation Analysis:**

A large, empty rectangular box with a thin grey border, intended for a validation analysis report.