

# Osterwalder Business Model

(Business Model Canvas)



**Step 1: What is your Value Proposition?**

What problem are you solving? What need are you addressing? What are you building? What core services are you delivering and for whom?

**Step 2: What are your key Customer Segments?**

Who are they? Why would they buy what you plan to sell?

**Step 3: What are your proposed Distribution Channels?**

How will customers access the proposed services? Physical, Online, Mobile

**Step 4: How do you propose to build key Customer Relationships?**

How will you acquire customers? How will you retain customers? How will you grow your customer base?

**Step 5: What are your Revenue Streams?**

What is/are your strategy/strategies to generate cash flow? What value is the customer paying for?

**Step 6: What Resources do you need?**

What key assets do you require? Financial, Human, Physical, Intellectual

**Step 7: Who are your Key Partners?**

What suppliers or strategic partners do you need to work with? What key resources are these partners providing you with? What key activities are they performing for you?

**Step 8: What key Activities does the business need to carry out?**

What are the most important activities for the business to focus on?

**Step 9: What are the key Costs?**

What are the total costs of setting up and running the business? Fixed Costs, Variable Costs, Cost Drivers