

# Business Model Idea Board

## 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?

## Activities

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

## Customer Segments

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

## Customer Relationship

How will you acquire customers? How will you retain customers?

How will you grow your customer base?

## Resources

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

## Distribution Channels

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

## 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?

## Costs

What are the total costs of setting up and running the business?

Fixed Costs, Variable Costs, Cost Drivers

## Revenue Streams

What is/are your strategy/strategies to generate cash flow?

What value is the customer paying for?

# Your Business Model Idea Board

Activities

Customer Relationship

Resources

Value Proposition

Customer Segments

Distribution Channels

Costs

Revenue Streams