|  |
| --- |
| BUSINESS MODEL CANVAS : *Insert Business Name* |
| **KEY PARTNERSHIPS:** **RESOURCES:** | **KEY ACTIVITIES** | **UNIQUE VALUE PROPOSITION**Single, clear, compelling message that states why you are different and worth paying attention.**High-level concept**List your X for Y analogyEg. YouTube = Flickr for Videos | **UNFAIR ADVANTAGE**Something that cannot easily be bought or copied | **CUSTOMER SEGMENTS**List your target customers and users**Early Adopters**List the characteristics of your ideal customers |
| **KEY METRICS**List the key numbers that tell you how your business is going | **CHANNELS**List your path to customers (inbound and outbound) |
| **COST STRUCTURE**List your fixed and variable costs | **REVENUE STREAMS**List your sources of revenue |