



key partners

Who are your Key Partners?  
 Who are your key suppliers?  
 Which Key Resources are you acquiring from partners?  
 Which Key Activities do partners perform?

key activities

What Key Activities do your Value Propositions require?  
 Our Distribution Channels?  
 Customer Relationships?  
 Revenue streams?

key resources

What Key Resources do your Value Propositions require?  
 Our Distribution Channels? Customer Relationships?

value propositions

What Key Activities do your Value Propositions require?  
 Our Distribution Channels?  
 Customer Relationships?

customer relationships

What type of relationship does each of our Customer Segments expect you to establish and maintain with them?  
 Which ones have you established?  
 How are they integrated with the rest of your business model?  
 How costly are they?

channels

Through which Channels do your Customer Segments want to be reached?  
 How are you reaching them now?  
 How are your Channels integrated?  
 Which ones work best?  
 Which ones are most cost-efficient?

customer segments

For whom are we creating value?  
 Who are our most important customers?