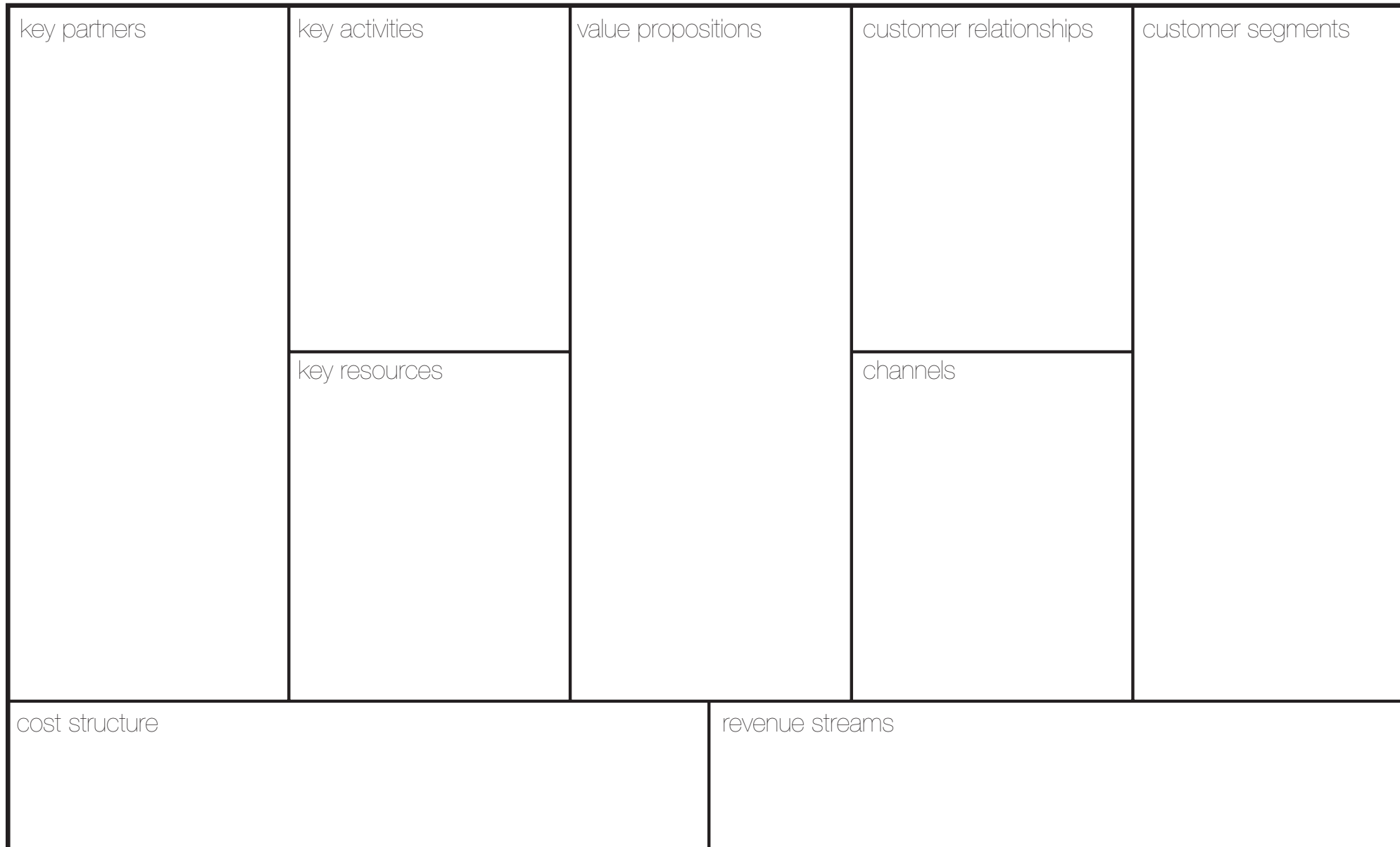




notes



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?

revenue streams

- For what value are our customers really willing to pay?
- For what do they currently pay?

cost structure

- What are the most important costs inherent in your model? Which are most expensive?