

### Key Partners



Who are your partners that can handle the key activities for you that you can't do or would rather not do by yourselves?

### Key Activities



What do you have to do to deliver your value proposition?  
Product manufacturing, ongoing product improvement, etc.

### Key Resources



What assets do you need to have in place to make the business work? Knowledge, talent, IP, etc.

### Value Propositions



What solution are you proposing to address what need?

### Customer Relationships



How do customers interact with you throughout the product lifecycle, e.g. promotion, sales, post-sale service?

### Channels



How will your solution be promoted, sold, delivered and serviced/support ed?

### Customer Segments



Who are your customers?

### Cost Structure



What are the fixed and variable costs in your business? How do your key activities drive your cost?

### Revenue Streams



What are your revenue streams? How will you charge customers? One-time charge? Maintenance? Upsell with high-margin accessories? Etc.

