

# I ACT THE BUSINESS TOOLKIT 06 MODEL CANVAS\*

**1** The Business Model is a conceptual framework that describes how a venture creates, delivers and captures value. Start by describing a Customer Segment and identifying their needs.

**2** The Value Proposition is the collection of products and services that your venture will provide to satisfy those needs. A good value proposition is aligned with the strengths of your team.

The remaining components are there to help you create and deliver the Value Proposition to each Customer Segment. Start designing your venture by answering the questions in each box.

<p><b>KEY PARTNERS</b></p> <p>Who could help you to provide value to your Customers?</p> <p>Who could help you with Activities, Resources or Costs?</p> <p>What benefits will you offer these partners in return?</p>	<p><b>KEY ACTIVITIES</b></p> <p>What skills will your team use to create the Value Proposition?</p> <p>What skills will you need that you don't yet have?</p>	<p><b>2 VALUE PROPOSITION</b></p> <p>What products and services will you provide to satisfy the needs of your Customer Segments?</p> <p>Why is this important to you?</p>	<p><b>CUSTOMER RELATIONSHIPS</b></p> <p>What is the best way to build a relationship with your Customers?</p> <p>How could you involve them in developing your idea?</p>	<p><b>1 CUSTOMER SEGMENTS</b></p> <p>Who are the people and/or organisations that you are looking to benefit?</p> <p>What are their needs?</p>
<p><b>COST STRUCTURES</b></p> <p>What are the main ongoing expenses your venture needs to cover?</p> <p>How much funding would you need to get it started?</p>		<p><b>REVENUE STREAMS</b></p> <p>How will you capture revenue from your Customer Segments?</p> <p>What else could they provide in return for the Value Proposition?</p>		

