The Business	M	odel	Ca	ınvas
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Designed for:	Designed by:	On: dd/mm/yyyy	
		Iteration #	

Problem top 3 problems	Solution top 3 features	Unique value p single, clean, compelling r why you are different and	nessage that states	Unfair advantage can't be easily copied or bought	9	Customer Segments target customers 1
			,			
				,		
l						
	Key metrics key activities you measure			Channels 5 path to customers		
z Existing Alternatives		High-Level C	oncept			Early Adopters
		,				
Cost Structure	7		Revenue	Streams 6		
What are the most important costs inherent in our business model? Which Key Resources are most expensive? Which Key Activities are most expensive?			For what value are of really willing to pay? For what do they ou How are they currer How would they pre How much does ead Stream contribute to	rrently pay? htty paying? fer to pay? th Revenue		