**Business model canvas completion guidance**

A business model canvas is a strategic management and lean startup tool used to develop a new or document an existing business model. Please use the following guidance to complete the business model canvas template indicating how you will turn your design into a viable business proposition or how it already is operating.

Start in the middle with the Value proposition:

1. **Value Proposition**:

What is the value to deliver to your customer? Which of your customers problems are you helping to solve? What is the customer need that your value proposition addresses? What is your promise to your customers? What are the products and services that you create for your customers?

Keep this statement short and concise but be as descriptive as possible.

1. **Customer Segments**:

For whom are you creating value? What are the different customer segments that you either pay, receive or decide on your value proposition?

1. **Customer Relationships**:

What relationship does each customer segment expect you to establish and maintain? How will you maintain these relationships?

1. **Channels**:

How will your product reach your customers? Where can your customers buy our use your products?

1. **Key activities**:

What are the activities you perform every day to create and deliver your value proposition?

1. **Key Resources**:

What are the resources you require to create and deliver your value proposition?

1. **Key partners**:

Who are your most important partners? Which of your key resources do you require from partners? What key activities do your partners perform?

1. **Cost Structure**:

What are the important costs you make to create and deliver your value proposition?

1. **Revenue Streams**:

How do your customers reward you for the value that you provide to them? What are the different revenue models that generate income for your business?