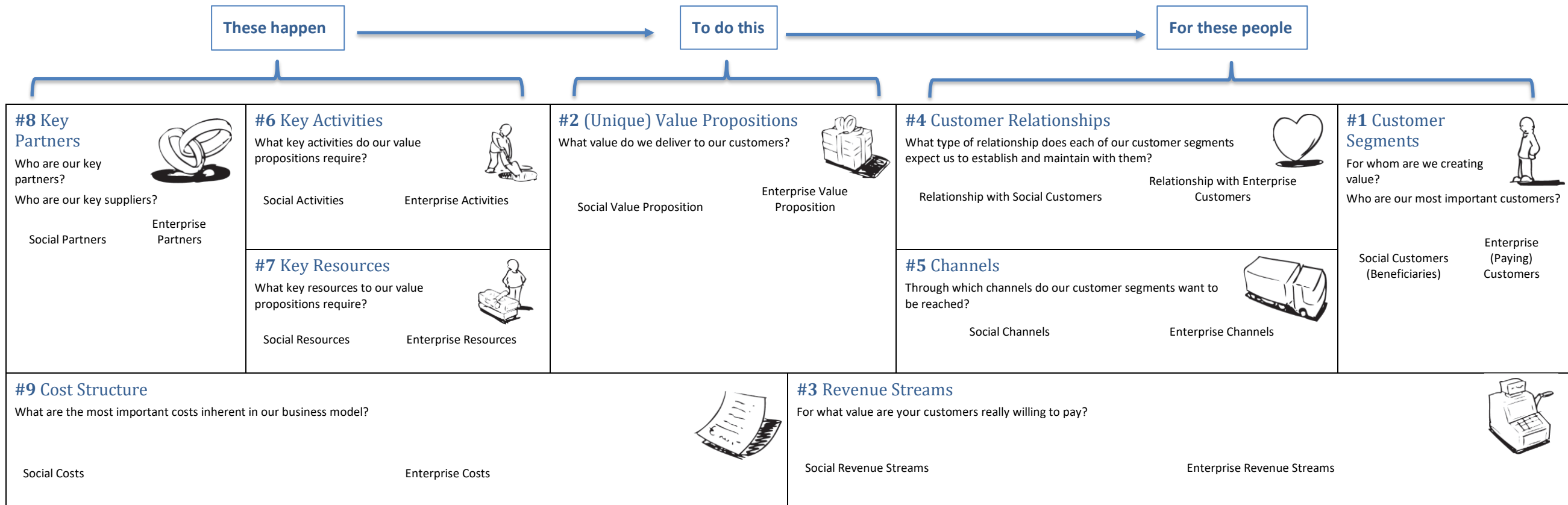


Business Model Canvas



Possible order to work through the BMC:

- #1. Customer Segments - Who are you serving
- #2. Unique Value Proposition - What are you offering. Should be consistent with the outcomes from the success equation
- #3. Revenue Streams - How will you get paid
- #4. Customer Relationship - Varying depth of relationships vending machine (very little relationship) to co-creation / partnerships (deep relationship)
- #5. Channels - All of the ways you connect (touch) with your customers
- #6. Key Activities – strategies from success equation
- #7. Key Resources – what is needed to accomplish #6
- #8. Key Partners – you don't need to do it all yourself, utilize experts and other supports
- #9. Cost Structure – both enterprise operating costs, fixed and variable, as well as social impact costs