

## START-UP BUSINESS MODEL CANVAS

<p><b>Problem</b></p> <p>Define the problems customers are facing. How are customers currently solving these problems? List existing alternatives.</p>	<p><b>Solution</b></p> <p>Our solution to solving the problems customers are facing. If possible think in terms of a minimum viable product (MVP) to test the market.</p>	<p><b>Unique Value Proposition</b></p> <p>What value do we deliver to the customer? Which customer needs are we satisfying? Requires a single clear compelling message stating why we are different and worth paying for. Relate to our elevator pitch.</p>	<p><b>Customer Relationships</b></p> <p>What type of relationship does each of our Customer Segments expect us to establish and maintain with them? Which ones have we established? How are they integrated with the rest of our business model? How costly are they?</p>	<p><b>Customer Segments</b></p> <p>For whom are we creating value? Who are our most important customers? Target early adopters.</p>
	<p><b>Key Metrics</b></p> <p>Key activities to measure the traction we are getting in the market. All about de-risking the business (and of particular interest to potential investors).</p>		<p><b>Channels</b></p> <p>Through which Channels do our Customer Segments want to be reached? How are our Channels integrated? Which ones work best? Which ones are most cost-efficient? Where possible initially focus on direct to the customer and outbound.</p>	
<p><b>Cost Structure</b></p> <p>What are the most important costs inherent in our business model? Which Key Resources are most expensive? Which Key Activities are most expensive?</p>	<p><b>Revenue Streams</b></p> <p>For what value are our customers really willing to pay? For what do they currently pay? How are they currently paying? How would they prefer to pay? How much does each Revenue Stream contribute to overall</p>			

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We are addressing the question: “Can we build a sustainable business around this set of products and services?”

