**LEAN BUSINESS MODEL CANVAS TEMPLATE
for Microsoft Word**

****************By filling out each section, you’ll create a comprehensive overview of your business model, aiding in strategy development and decision-making.

Describe the unique value your product or service offers to customers, focusing on solving customer problems or meeting their needs.

Detail the crucial assets required to make your business model work, including physical, intellectual, human, and financial resources.

Specify the methods you will use to deliver your value proposition to customers, including marketing, distribution, and sales channels.

List the major costs involved in operating your business model, identifying fixed and variable expenses.

Define the specific groups of people or organizations your business targets, based on their needs, behaviors, and other characteristics.

Outline the types of relationships you will establish and maintain with different customer segments, such as personalized support or automated services.

Identify how your business will earn money, specifying different revenue streams like direct sales, subscription fees, or advertising.

REVENUE STREAMS

COST STRUCTURE

CUSTOMER SEGMENTS

CHANNELS

CUSTOMER RELATIONSHIPS

VALUE PROPOSITIONS

KEY RESOURCES

Identify the main activities your business must undertake to deliver on its value proposition, like production, sales, or service delivery.

List the essential business partnerships that support your operations, such as suppliers, distributors, or strategic alliances.

KEY ACTIVITIES

KEY PARTNERSHIPS

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