**ONE-PAGE BUSINESS MODEL CANVAS**

**TEMPLATE for Microsoft Word**

Insert introduction to this business model outline here.

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| VALUE PROPOSITIONS | The products or services offered and their unique value. |
| CUSTOMER SEGMENTS | The specific groups of customers targeted. |
| CHANNELS | How the business delivers its value proposition to customers. |
| CUSTOMER RELATIONSHIPS | The types of relationships established with customers. |
| REVENUE STREAMS | The sources of income from customers. |
| KEY RESOURCES | The assets essential for the business to operate. |
| KEY ACTIVITIES | The most important activities needed to execute the company’s business model. |
| KEY PARTNERSHIPS | The network of suppliers and partners that make the business model work. |
| COST STRUCTURE | The major costs involved in operating the business model. |
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