

Business Model Canvas

Business & Management

The nine blocks of a business model, on one page.

Nine building blocks; the right half is the market, the left half is the machine.

Market side

Customer segments — who

Value propositions — why they care

Channels — how you reach them

Customer relationships — how you keep them

Revenue streams — what they pay

Operations side

Key activities — what you must do

Key resources — what you must have

Key partners — who does the rest

Cost structure — what it costs

Revenue streams minus cost structure is the model's viability. If those two do not work, no other block matters.