

<p><u>Key Partners</u></p> <ul style="list-style-type: none"> • Who are our key partners? • Who are our key suppliers? • Which key resources are we acquiring from partners? • Which key activities do partners perform 	<p><u>Key Activities</u></p> <ul style="list-style-type: none"> • What key activities do our value propositions require? • Our distribution channels? • Customer relationships? • Revenue streams? 	<p><u>Value Propositions</u></p> <ul style="list-style-type: none"> • What value do we deliver? • Which one of our customer's problems are we helping to solve? • What bundles of products & services are we offering to each customer segment? • Which customer needs are we satisfying? • How are we different? 	<p><u>Customer Relationships</u></p> <ul style="list-style-type: none"> • 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><u>Customer Segments</u></p> <ul style="list-style-type: none"> • For whom are we creating value? • Who are our most important customers?
	<p><u>Key Resources</u></p> <ul style="list-style-type: none"> • What key resources do our value propositions require – physical, intellectual, human, and/or financial? • Our distribution channels? • Customer relationships? • Revenue streams? 		<p><u>Channels</u></p> <ul style="list-style-type: none"> • Through which channels do our customer segments want to be reached? • How are we reaching them? • How are our channels integrated? • Which ones work best? • Which ones are most cost-efficient? 	
<p><u>Cost Structure</u></p> <ul style="list-style-type: none"> • What are the most important costs inherent in our business model? • Which key resources are most expensive? • Which key activities are most expensive? 		<p><u>Revenue Streams</u></p> <ul style="list-style-type: none"> • For what value are our customers 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 revenues? 		
<p><u>Social Costs</u></p> <ul style="list-style-type: none"> • What social, economic and/or environmental costs are inherent in our business model? 		<p><u>Social Benefits</u></p> <ul style="list-style-type: none"> • What social, economic and/or environmental benefits are gained from our business model? 		