

BUSINESS PLAN CANVAS

Name of Business:

Date:

Version:

Key Partners/Suppliers

Who are your key partners and/or suppliers? Which key resources are you aquiring from your partners and/or suppliers? Which key activities do partners or suppliers perform?

Some activities may need to be outsourced (eg. accountant).

Make a list of your key partners and key activities in your business.

Key Activities

Actual tasks and actions required to create and deliver the elements in the business such as making, selling and supplying the business. Always study the market to stay ahead of the game!

Categories of Key Activities Production Problem Solving Platform/network

Unique Selling Points

Is it economical?

Is it durable

Does your product/service meet a need in the current market? Will there be pressure for it to become a market leader? Is it safe? Does it perform well? Does it look good? Is it convenient?



Customer Relationships

Establish and maintain different kinds of relationships with Your business must clarify the purpose of customer relationships; do you want to get new customers? Keep old customers or gain even more revenue from existing customers.

Type of Customer Segments Mass markets Niche markets Segmented

Diversified

Multi-sided platform



How will goods and services be delivered? Through which channels do your customers, beneficiaries, partners and providers want to be reached?

Which channels are most effective? Remember you need to deliver value to your customers. Think about awareness/evaluation/purchase/deliver/ after Sales

Channel Types Sales force Web sales Own stores Partner stores Wholesaler

What key resources does your value proposition require? What are your distribution channels? What are your customer relationships? What are your revenue streams?

Types of Resources Physical Intellectual (brand, patents, copyright, data) Human Financial



Which one of the customers' problems are you helping to solve? Solving customer problems or satisfying customer needs. What value do you want to offer

Characteristics Newness Performance Customisation Cost Reduction Accessibility

Value Properties

to your customers?

Convenience/visibility

Revenue Streams

What are your customers willing to pay? What do they currently pay? And for what? What is your revenue model? What are your pricing tactics? How would your customers prefer to pay?

Fixed pricing List price Product feature dependant Customer segment dependant Volume dependant



Cost Structure

What are the most important costs inherent to your business? Which key resources are most expensive? Which key activities are most expensive?

Is your business more: Cost driven (leanest cost structure, low price value proposition,

maximum automation, extensive outsourcing) Value driven (focused on value creation, premium value proposition)

Direct cost to the customer for goods/services. Also consider: Income/expenses/earnings or profit/sales/gross margin or margin/ break even and salary costs



Social Impact

What social impact does your business have? Does your business have any negative impact? If it does, what steps will you take to overcome this?

Technical resources to analyse any improvements in the environment Possible external consultants



Environmental Impact

What environmental impact does your business have? Does your business have any negative impact? If it does, what steps will you take to overcome this?

Reduced operational risks (reduced occupational hazards, increased community relations. Improved reputation, improved access to finances

