

INNOMODEL - BUSINESS CANVAS

| KEY PARTNERS | KEY ACTIVITIES | VALUE PROPOSITIONS | CUSTOMER RELATIONSHIPS | CUSTOMER SEGMENTS | | |
|--|--|---|--|---|----------|--|
| <p>Who are the key partners/suppliers?</p> <p>What are the motivations for the partnerships?</p> | <p>What activities are important the most in distribution channels, customer relationships, revenue stream?</p> <p>What key activities does their value proposition require?</p> | <p>What core value do SME deliver to the customer?</p> <p>Which customer needs is SME satisfying?</p> | <p>What relationship that the target customer expects the SME to establish?</p> <p>How can SME integrate that into their business in terms of cost and format?</p> | <p>Which classes is SME creating values for?</p> <p>Who is SME's most important customer?</p> | | |
| | <th data-bbox="664 821 1205 909">KEY RESORCES</th> <td></td> <td data-bbox="1751 821 2294 1457"> <th data-bbox="1751 821 2294 909">CHANNELS</th> <td></td> </td> | KEY RESORCES | | <th data-bbox="1751 821 2294 909">CHANNELS</th> <td></td> | CHANNELS | |
| | <p>What key resources does their value proposition require?</p> <p>What resources are important the most in distribution channels, customer relationships, revenue stream?</p> | | <p>Through which channels the customers will be reached?</p> <p>Which channels work best?</p> <p>How much do they cost? How can they be integrated into your and your customers' routines?</p> | | | |

| COST STRUCTURE |
|---|
| <p>What are the most cost in their business?</p> <p>Which key resources/ activities are most expensive?</p> <p>For what value are the customers willing to pay?</p> |

| REVENUE STREAMS |
|---|
| <p>For what value are their customers willing to pay?</p> <p>What and how do they recently pay? How would they prefer to pay?</p> <p>How much does every revenue stream contribute to the overall revenues?</p> |