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| BUSINESS MODEL CANVAS : *Insert Business Name* | | | | | |
| **KEY PARTNERSHIPS:**  **RESOURCES:** | **KEY ACTIVITIES** | **UNIQUE VALUE PROPOSITION**  Single, clear, compelling message that states why you are different and worth paying attention.  **High-level concept**  List your X for Y analogy  Eg. YouTube = Flickr for Videos | | **UNFAIR ADVANTAGE**  Something that cannot easily be bought or copied | **CUSTOMER SEGMENTS**  List your target customers and users  **Early Adopters**  List the characteristics of your ideal customers |
| **KEY METRICS**  List the key numbers that tell you how your business is going | **CHANNELS**  List your path to customers (inbound and outbound) |
| **COST STRUCTURE**  List your fixed and variable costs | | | **REVENUE STREAMS**  List your sources of revenue | | |