























Key Partners 	Key Activities 	Value Proposition 	Customer Relationships 	Customer Segments 
	Key Resources 		Channels 	
Cost Structure 			Revenue Stream 	
Eco-Social Costs 			Eco-Social Benefits 	

<b>Key Partners</b>   Who are our Key Partners? Who are our key suppliers? Which Key Resources are we acquiring from Partners? Which Key Activities do Partners perform?	<b>Key Activities</b>   What Key Activities do our Value Propositions require? Our Distribution Channels? Customer Relationships? Revenue streams?  <b>Key Resources</b>   What Key Resources do our Value Propositions require? Our Distribution Channels? Customer Relationships? Revenue Streams?	<b>Value Proposition</b>   What value do we deliver to the customer? Which one of our customer's problems are we helping to solve? What bundles of products and services are we offering to each Customer Segment? Which customer needs are we satisfying? Which job are we helping the customer to get done?	<b>Customer Relationships</b>   What type of relationship does each of our Customer Segments expect us to establish and maintain with them? Which ones have we established? How costly are they? How are they integrated with rest of business model?  <b>Channels</b>   Through which Channels do our Customer Segments want to be reached? How are our channels integrated? Which ones work best? Which ones are most cost-efficient? How are we integrating them with customer routines?	<b>Customer Segments</b>   For whom are we creating value? Who are our most important customers or users?
<b>Cost Structure</b>   What are the most important costs inherent in our business model? Which Key Resources are most expensive? Which Key Activities are most expensive?		<b>Revenue Stream</b>   For what value are our customers really willing to pay? How would they prefer to pay? How much does each Revenue Stream contribute to overall revenues?		
<b>Eco-Social Costs</b>   What ecological or social costs is our business causing? Which Key Resources are non-renewable? Which Key Activities use a lots of resources?		<b>Eco-Social Benefits</b>   What ecological and social benefits is our business generating? Who are the beneficiaries? Are they potential customers? Can we transform the benefits into a value proposition?		

