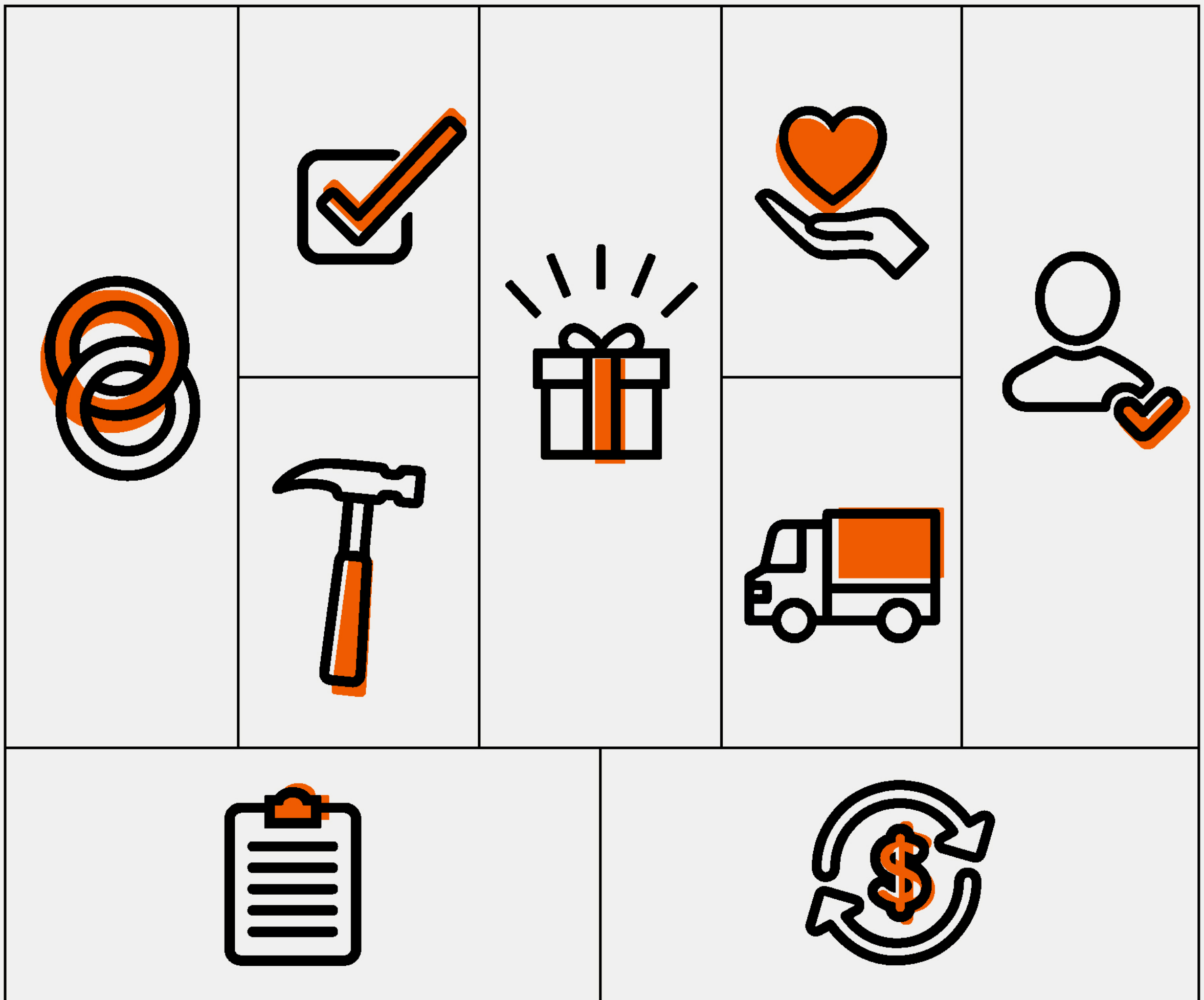


# VISUALIZING A BUSINESS MODEL

## THE BUSINESS MODEL CANVAS

This frequently used tool in new business development lets the user visualize their business model in terms of nine building blocks.



KEY PARTNERS

KEY ACTIVITIES

KEY RESOURCES

VALUE PROPOSITION

CUSTOMER RELATIONSHIP

CHANNELS

CUSTOMER SEGMENTS

COST STRUCTURE

REVENUE STREAMS

Source: Osterwalder et al. (2010)