# **BUSINESS CANVAS MODEL**

Description: A strategic management template for startups used for developing the business model. It can double up as a simplified business plan document.

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| *Designed for:*  *(Hub Name* |  |  | | | | | *Designed by:* | | | | | | | | | | *Date:* | *Version:* | | | |
| **Business Model Canvas** | |  | | |  | |  | | | |  | | | | | |  |  |  | | | |
| **Key Partners**  E.g. Ministry of ICT  Safaricom etc | **Key Activities** | | | **Value Propositions**  E.g. Access to funding,  Access to Research | | | | | | | | **Customer Relationships**  Transactional, Relational,  Self-service, Dedicated support | | | | | **Customer Segments**  E.g. Entrepreneurs, NGOs | | | |
| **Key Which Key resources are you acquiring from key partners**  Physical, Human, financial etc. | What Key Activities do our Value Propositions require? | | |  | | | | | | | |  | | | | |  | | | |
| **Key Resources** | | | **Channels** | | | | |
| What Key Resources do our Value Propositions require? | | | E.g partnerships, associations | | | | |
| **Cost Structure** | | | **Revenue Streams** | | | | | | | | | | | | | | | | | |
| What are the most important costs inherent in our business model? Which Key Resources are most expensive? Which Key Activities are most expensive? | | | For what value are our customers really willing to pay? For what do they currently pay? How are they currently paying? How would they prefer to pay? How much does each Revenue Stream contribute to overall revenues? E.G subscription, freemium, advertising | | | | | | | | | | | | | | | | | |
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