

Business Model Canvas Template

Map, test, and present your business model on one page.

BUSINESS / PROJECT

DATE

⑧ Key Partnerships Who do we depend on for resources, activities, or reach? Only model-critical partners; note dependency risks.	⑦ Key Activities What must we do exceptionally well: produce, solve problems, or run a platform? 3-5 make-or-break activities.	② Value Propositions What problem do we solve, and why are we better than the customer's current alternative? "Customers choose us because..."	④ Customer Relationships What relationship does each segment expect: self-service, community, personal touch? Match cost to segment value.	① Customer Segments Who are we creating value for? List specific, nameable groups; mark your most important segment with a star.
	⑥ Key Resources Which assets are truly non-negotiable: physical, intellectual (brand, data), human, financial? 3-6 items max.		③ Channels How do customers discover, evaluate, buy, receive, and get support? Mark channels that are still unproven.	
⑨ Cost Structure What are the 3-5 dominant cost drivers? Which are fixed vs. variable? They should trace to your resources and activities.			⑤ Revenue Streams What will each segment actually pay for, and how: one-time or recurring? Note each stream's rough % of revenue.	

How to Fill In Your Canvas

Fill the canvas right side first, left side second, finances last: start with Customer Segments and Value Propositions as a pair (iterate between them until they click), then Channels, Customer Relationships, and Revenue Streams. Only then design the infrastructure to deliver that value (Key Resources, Key Activities, Key Partnerships) and finish with Cost Structure. Designing operations before customers is “building the engine before deciding where to drive.”

The 9 steps, in order

- 1 Customer Segments**
Who are we creating value for? Be specific.
- 2 Value Propositions**
What problem do we solve for them? Iterate with #1 until the pair clicks.
- 3 Channels**
How do we reach them, across awareness, evaluation, purchase, delivery, after-sales?
- 4 Customer Relationships**
What relationship does each segment expect?
- 5 Revenue Streams**
What will they actually pay for, and how?
- 6 Key Resources**
What assets does delivering all of the above require?
- 7 Key Activities**
What must we do exceptionally well?
- 8 Key Partnerships**
What should we NOT do or own ourselves?
- 9 Cost Structure**
What do those resources, activities, and partners cost?

Consistency check: before you call it done

- ☐ Every value proposition points at a named customer segment.
- ☐ Every channel and relationship serves a specific segment.
- ☐ Every revenue stream comes from a specific segment paying for a specific value proposition.
- ☐ Every key resource, activity, and partner supports something on the right side; if you can't draw the arrow, delete the note.
- ☐ Every major cost traces to a key resource, activity, or partnership.
- ☐ The model is coherent: a premium value proposition isn't paired with a cheapest-possible cost structure (or vice versa).

Go further with the Complete Business Model Toolkit

Enjoying this free template? The Complete Business Model Toolkit goes much further: a master Excel workbook with a revenue calculator, break-even and unit-economics models (CAC, LTV, payback; all formulas built in), a 25-page guided workbook, presentation-ready slide decks in two themes, 10 real-company canvas examples (Netflix, Airbnb, Stripe, and more), plus Lean Canvas, SWOT, and Value Proposition bonus templates. Get it at BusinessModelCanvasTemplates.com.

Remember: the canvas is a hypothesis board, not a plan. Rank your riskiest assumptions and test them first with cheap experiments.