|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Customer Problem** | A black sign with white text  Description generated with very high confidenceExisting Solutions | Unique Value Proposition | | Customer Relationships | Customer Segments |
| What need(s) can you address? | Who are your competitors? What do they offer? | What makes you different? | | How do you interact? What will your customers expect? | Who can you create value for? Who is your ideal customer? |
|  |  |  | |  |  |
| A close up of a logo  Description generated with very high confidenceActivities | Partners/ Resources | A close up of a sign  Description generated with very high confidenceChannels | | A close up of a sign  Description generated with very high confidenceKey Metrics |
| What do you provide? How do you solve a problem or provide value? | What do you need to deliver on your value proposition? Who will help you succeed? What do they bring to the table? | How do you reach your customers? | | How will you measure success? Sales, phone calls, referrals, visibility, etc. |
|  |  |  | |  |
| Cost Structure | | | Revenue Streams | | |
| What are your costs or expenses? Is there anything that costs you money that does NOT provide value in some way? | | | How much money will you make? How much are your customers willing to pay? | | |
|  | | |  | | |