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| **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?  |
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| 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? |
|  |  |