YOUR WORKING CANVAS

Business Model Canvas

Business or offer _____ Prepared by _____ Date _____

The decision this canvas should help with _____

Key partnerships	Key activities	Value proposition	Customer relationships	Customer segments
Where do we need another organisation's contribution?	What work must we do well?	What useful difference does the customer receive?	What contact and support does this job need?	Who uses the work, and who approves or pays?
	Key resources What skills, time and assets make the work possible?		**Channels** How do people find, assess and receive the work?	
Cost structure What does delivery and running the business consume?			**Revenue streams** Who pays, for what work, and when?	

NEXT QUESTION What needs checking, who can help and what will you do next? _____

An offer changes the whole model. Check the effects on delivery, relationships, cost and cash before committing.

Business Model Canvas concepts by Alexander Osterwalder and Yves Pigneur, Strategyzer. Original Navigate wording, layout and fictional example.

Read the Navigate guide | Original method