**STANDARD BUSINESS MODEL
CANVAS TEMPLATE
for Microsoft Word**

The sections below help you map out all the key components of your business model, so you can offer a holistic view of how your business operates and creates and delivers value.

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| KEY PARTNERSHIPS |
| List the collaborations and alliances that support the business. |
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| KEY ACTIVITIES |
| Discuss the core actions that the business undertakes to operate successfully. |
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| KEY RESOURCES |
| Include the essential assets that the business requires in order to function. |
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| VALUE PROPOSITIONS |
| Detail the unique benefits and value that the business offers to its customers. |
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| CUSTOMER RELATIONSHIPS |
| Describe the types of relationships that the business maintains with its customers. |
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| CHANNELS |
| Include the ways that the business delivers its value proposition to its customers. |
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| CUSTOMER SEGMENTS |
| Enumerate the specific groups of customers that the business targets. |
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| COST STRUCTURE |
| List the major costs involved in running the business. |
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| REVENUE STREAMS |
| Articulate the different ways in which the business generates income. |

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