**[A green sign with white text

Description automatically generated](https://www.smartsheet.com/try-it?trp=11974&utm_source=template-word&utm_medium=content&utm_campaign=Standard+Business+Model+Canvas-word-11974&lpa=Standard+Business+Model+Canvas+word+11974)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. | |
|  | |
| KEY ACTIVITIES | |
| Discuss the core actions that the business undertakes to operate successfully. | |
|  | |
| KEY RESOURCES | |
| Include the essential assets that the business requires in order to function. | |
|  | |
| VALUE PROPOSITIONS | |
| Detail the unique benefits and value that the business offers to its customers. | |
|  | |
| CUSTOMER RELATIONSHIPS | |
| Describe the types of relationships that the business maintains with its customers. | |
|  | |
| CHANNELS | |
| Include the ways that the business delivers its value proposition to its customers. | |
|  | |
| CUSTOMER SEGMENTS | |
| Enumerate the specific groups of customers that the business targets. | |
|  | |
| COST STRUCTURE | |
| List the major costs involved in running the business. | |
|  | |
| REVENUE STREAMS | |
| Articulate the different ways in which the business generates income. | |

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