**SIMPLE BUSINESS MODEL CANVAS TEMPLATE**

Use the instructions below to complete each section of your business model canvas, so you can develop a comprehensive understanding of your business's operational and strategic framework.

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| Handshake outlineKEY PARTNERSHIPSList your main partners, suppliers, and alliances that help you operate and reach your goals | Playbook outlineKEY ACTIVITIESOutline the critical operational tasks, services, or production activities essential to your business model. | Clipboard Checked outlineVALUE PROPOSITIONDescribe the unique benefits and solutions that your business offers your customers to solve their problems or satisfy their needs. | Target Audience outlineCUSTOMER RELATIONSHIPSDetail how you interact with customers through personal assistance, automated services, or community engagement. | Puzzle pieces outlineCUSTOMER SEGMENTSSegment your customers based on their needs, behaviors, and other traits that affect how they value your products or services. |
| Circular flowchart outlineKEY RESOURCES Specify the physical, intellectual, human, and financial resources your business model relies on. | Train outlineCHANNELSIdentify the channels through which you engage with customers and disseminate your value proposition, such as websites, retail stores, or direct sales. |
| Money outlineCOST STRUCTUREList the main costs involved in operating your business, distinguishing between fixed and variable costs. | Register outlineREVENUE STREAMS Specify how you earn revenue through each customer segment, detailing the pricing mechanisms, subscription models, or sales transactions. |

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