**[A blue and white sign

Description automatically generated](https://www.smartsheet.com/try-it?trp=10504&utm_source=template-word&utm_medium=content&utm_campaign=Blank+Simple+Business+Model+Canvas-word-10504&lpa=Blank+Simple+Business+Model+Canvas+word+10504)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  PARTNERSHIPS  List your main partners, suppliers, and alliances that help you operate and reach your goals | Playbook outlineKEY ACTIVITIES  Outline the critical operational tasks, services, or production activities essential to your business model. | Clipboard Checked outlineVALUE PROPOSITION  Describe the unique benefits and solutions that your business offers your customers to solve their problems or satisfy their needs. | Target Audience outlineCUSTOMER RELATIONSHIPS  Detail how you interact with customers through personal assistance, automated services, or community engagement. | Puzzle pieces outlineCUSTOMER SEGMENTS  Segment 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 outlineCHANNELS  Identify the channels through which you engage with customers and disseminate your value proposition, such as websites, retail stores, or direct sales. |
| Money outlineCOST STRUCTURE  List 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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