



Business 101

Business 101: The Business Model Canvas

The Business Model Canvas is a strategic management template for developing new business models and existing ones.

Key Elements:

- 1. **Customer Segments:** Who are you creating value for?
- 2. **Value Proposition:** What unique value are you offering to your customers?
- 3. **Channels:** How are you reaching your customers?
- 4. **Customer Relationships:** How do you interact with your customers?
- 5. **Revenue Streams:** How are you generating revenue?
- 6. **Cost Structure:** What are your major costs?
- 7. **Channels:** How are you reaching your customers?
- 8. **Customer Relationships:** How do you interact with your customers?
- 9. **Revenue Streams:** How are you generating revenue?
- 10. **Cost Structure:** What are your major costs?

Why?

The Business Model Canvas is a powerful tool for visualizing and testing business models. It helps entrepreneurs and business leaders to identify their value proposition, understand their customer segments, and optimize their revenue streams and cost structure.

