

# Business Model Canvas Workbook

## 1. Customer Segments (Who are you serving?)

Who are your most important customers or users?

What are their needs, problems, or jobs-to-be-done?

Examples:

- Freelancers
- Small bakery owners
- University students
- Tech startups

My Audience(s):

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## 2. Value Proposition (What are you offering?)

What value are you delivering?

What problem are you solving?

What makes your product or service different?

Examples:

- Saves time
- Easy to use
- Affordable
- Customizable

My Value Proposition:

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## 3. Channels (How do you reach your customers?)

Through which platforms or methods do your customers want to be reached?

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Where do they already hang out?

Examples:

- Email newsletters
- Website
- Instagram
- WhatsApp

My Channels:

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### 4. Customer Relationships (How do you interact?)

How will you build trust and maintain relationships?

Will it be personal, automated, or self-service?

Examples:

- DMs
- Coaching calls
- Loyalty rewards
- Onboarding emails

My Relationship Strategy:

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### 5. Revenue Streams (How do you make money?)

What are customers paying for?

How are they paying you?

Examples:

- One-time sales

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- Subscriptions
- Online courses
- Downloads

My Revenue Streams:

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### 6. Key Resources (What do you need?)

What tools, people, or materials do you need to deliver your value?

Examples:

- Laptop
- App/software
- Virtual assistant
- Expertise

My Resources:

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### 7. Key Activities (What do you have to do?)

What must you do every day or week to deliver your value?

Examples:

- Content creation
- Marketing
- Order fulfillment
- Teaching

My Key Activities:

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## 8. Key Partnerships (Who helps you?)

Who are your suppliers, collaborators, or platforms you rely on?

Examples:

- Delivery partner
- Shopify
- Payment processor
- Affiliate

My Key Partners:

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## 9. Cost Structure (What does it cost?)

What are your biggest expenses to run the business?

Examples:

- Hosting fees
- Staff/freelancer
- Ads
- Packaging

My Main Costs:

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## Put It All Together: Strategy Canvas

- Use sticky notes or a whiteboard to rearrange your ideas visually
- Sketch multiple versions to test different models

## **Business Model Canvas Workbook**

- Pick the one that's most useful to your audience and feasible for you