

Please prepare a 1-3 page executive summary based on the format provided through the Business Model Canvas tool. Reference links:

http://en.wikipedia.org/wiki/Business_Model_Canvas

<http://www.businessmodelgeneration.com/canvas/bmc>

https://canvanizer.com/downloads/business_model_canvas_poster.pdf

1) Value Propositions

- a) What value do we deliver to the customer?
- b) Which one of our customer's problems are we helping to solve?
- c) What is the specific product or service being offered?
- d) Which customer needs are we satisfying?
- e) What are the features that match customer needs?

2) Customer Segments

- a) For whom are we solving a problem or fulfilling a need?
- b) Who are the customers?
- c) Does the value proposition match the customer needs?
- d) Is this a single-sided or multi-sided market?

3) Channels

- a) Through which channels do our customer segments want to be reached?
- b) Which channels are most efficient?

4) Customer Relationships

- a) How will we get, keep and grow customers?
- b) Which segments are already established?
- c) How are customers integrated with the rest of our business model?

5) Key Activities

- a) What key activities do our value propositions require?
- b) What needs to happen to establish our distribution channels?
- c) How do we establish our customer relationships?
- d) How do we establish our revenue streams?

6) Key Resources

- a) What key resources (suppliers, etc.) do our value propositions require?
- b) What key resources are required for our distribution channels, customer relationships, and revenue streams?

7) Key Partnerships

- a) Who are our key partners?
- b) Who are our key suppliers?
- c) Which key activities do partners perform?

8) Revenue Streams

- a) What is the revenue model?
- b) What are the pricing tactics?
- c) For what value are our customers willing to pay?

9) Cost Structure

- a) What are the most important costs in our business model?