

Business Model Canvas Questions

About the Customer Segments area

- What customer segments do we mainly serve?
- Who are our most important customers?
- Will the same people be here for the next ten years?
- What is the problem they have?

About the Value Proposition area

- What customer problems do we solve and what needs do we meet?
- What are the products and services we put in place to accomplish this?
- What value or benefits do we create for customers?
- What is the perceived value by customers?
- Does our current business model meet our customers' needs fully?
- What can make a customer change its minds and go with competition or substitute solutions?

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About Customer Relationship area

- What kinds of relationships do our customers expect and how do we maintain them?
- Who influences our customers (opinion leaders, stakeholders, users)?
- What relationships do our competitors have with their customers?
- Is the same relationship we have with our customers?
- Is the best type of relationship to have?
- What type of relationships creates the most value for our customers?
- How do we identify the different types of relationship our customer expects?
- How do we bolster the desired relationship?

About the channels area

- Through which Channels do our Customer Segments want to be reached?
- How are we reaching them now?
- How are our Channels integrated?

- Which ones work best?
- Which ones are most cost-efficient?
- How are we integrating them with customer routines?
- How do we raise awareness about our company's products and services?
- How do we allow customers to purchase specific products and services?
- How do we deliver a Value Proposition to customers?
- How we provide post-purchase customer support?

About Key Activities area

- How do we produce our offerings?
- What competencies and key activities do we need?
- Does our value chain make full use of our core competencies?

About key resources

- What key resources are behind our offerings and value proposition in terms of
 - IT system?
 - Human Resources?
 - Tangible equipment?
 - Localization?

About Key Partners area

- What do we bring them?
- What do they bring us?
- What is their relation to our business?
- Who are our most important partners?
- Who influences our customers (opinion leaders, stakeholders, users)?

About Cost structure area

- What does it generate cost?
- Do we leverage all our value chain?
- Can our value chain be optimized without reducing the perceived value of our customers?

About Revenue Streams Area

- What are the revenue streams of our company
- Why does it generate profit?
- What a customer is willing to pay for?