LEARN STARTUP METHODOLOGY

A quick way for entrepreneurs to start their business with as little capital as possible. Created by Alex Osterwalder, the Business Model Canvas is one of the most well-known.

### Customer Segments
Whom do you create value for? Do you have a niche marketing, multi-sized market, mass market, segmented market, or a diversified market?

### Value Proposition
Each customer segment should have its own value proposition. What sets you apart from competitors?

### Customer Channels
Your channels are customer touch points that play an important role in the customer experience.

### Customer Relationships
What type of relationship does EACH customer segment expect to have with you in order to maintain a relationship?

### Revenue Streams
Do you have revenue streams for each customer segment as pricing mechanisms may differ.

### Key Activities & Resources, Partners
What physical, human, financial, and intellectual property does your business have?

### Cost Structure
Include fixed and variable costs. Which key resources & activities are most expensive?