

# Business Model Canvas

<b>What do you do? (Product/Service)</b>		<b>Business Name or Logo</b>	
<b>How do you do it? (Activities)</b>		<b>Who do you help? (Target Audience)</b>	<b>How do you reach them? (Marketing)</b>
<b>Whose help will you need? (Key Partners)</b>			
<b>What do you need? (Key Resources)</b>	<b>What will it cost? (Cost Structure)</b>	<b>How will you generate money? (Revenue Streams)</b>	

The Business Model Canvas will help you to plan and develop your business idea using building blocks.

The information below may help you to think about what to include in each of the sections:

- **Whose help will you need?** Think about the key partners you will need to help deliver your product/service—e.g. have you identified your suppliers?
- **How do you do it?** This includes everything from creating the product/service to delivering it to the customer. E.g. are you delivering online/stall/shop?
- **What do you need?** Think about everything you need to deliver your product/service—how will you access these resources? (have you identified suppliers?) Do you need staff with certain skills to help deliver the product/service?
- **What will it cost?** Think about both fixed and variable costs, and how variable costs might change with different levels of output. Have you accounted for these costs when calculating the price of your product/service?
- **What do you do?** What are your core offerings? Do you have a unique selling point (what do you do differently to your competitors)?
- **Who do you help?** Who are your customers? Have you thought about their profile (e.g. their age range, interests, where they live etc.)?
- **How do you reach them?** This covers your marketing strategy—how will you communicate with your customers? (e.g. social media, website, advertisements) What type of marketing material will you use? Think about who your customers are!
- **How will you generate money?** For example, if you are delivering a service will it be pay as you go or do you have subscription/monthly fees? Do you offer bulk-buy discounts for your products?