**Business Model Canvas Template**

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**Business Model Canvas**

**<Project Name>**

**Company Name**

**Street Address**

**City, State Zip Code**

**Date**

**Business Model Canvas**

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| --- | --- | --- | --- | --- |
| **KEY PARTNERS**  Who is vital to your project?  Think about suppliers of raw goods, buyers of your goods, or organizations that help send customers to you.  These are internal and external stakeholders.  ***Example:***  IRS  Federal, State and Local Tax Agencies  Services Providers  Third Party Vendors  Regulatory Bodies  Financial Investors | **KEY ACTIVITIES**  What things must you do to fulfill your value proposition? Include major milestones.  ***Example:***  Design a User Interface  Build Back End of the Website  Integrate with Tax Agencies  User Acceptance Testing  Customer Rollout | **VALUE PROPOSITIONS**  What sets your project apart and makes it unique?  What benefit will it offer, or what problem does it solve?  Build an intent statement with focus on the value your business will deliver, what problem will your product help solve for your target customers.  ***Example:***  Creating an easy way for our clients to manage their taxes and safely store their tax information. | **CUSTOMER RELATIONSHIPS**  Will you have personal interaction, or will it be automated?  Outline how your customers have access to you, and how open you are to their feedback and needs.  ***Example:***  Our clients will have 24/7 accessibility to us, we offer one-on-one meetings and self-service. | **CUSTOMER SEGMENTS**  Who are your most important customers? Create a detailed description of each customer segment.  Is your model B2B, B2C, B2B2C etc.  Who is your target customer, what is the customer persona you are tailoring for, what are their needs? The problem you are solving for your customer.  ***Example:***  Small & Medium Businesses  *Desire White Glove Service*  *Want to reduce tax exposure*  *Want worry-free tax submission*  *Want tax and financial documents at their fingertips if needed* |
| **KEY RESOURCES**  What are the essential pieces (physical goods, financial, licenses, etc.,) that you need to fulfill your mission?  Web Designer  Web Developers  Tax Integration Specialties  Customer Service/Technical Support | **CHANNELS**  What are the pathways flowing in and out of your project?  How do you get customers?  How do you supply your goods?  Channels for acquiring clients and maintaining a customer base  Existing Clients  Referrals  Potential Partnerships  Advertising  In-person and Online Communications |
| **COST STRUCTURE**  What are the big expenses (rent, wages, raw materials, etc.) Also think about which of these are static and which shift with sales revenue. Are you cost-driven or value-driven? Fixed costs, variable costs, and scalability requirements.  ***Example:***  Human talent needed, whether it is on contract basis, whether it is a fixed price contract or effort driven  Web and Cloud Services  Professional services expenses | | **REVENUE STREAMS**  How will you make money? One product, accessories, subscriptions, etc.  What will your customers be required to give in return for your products and services, how will the business model sustain your business and help it scale.  ***Example:***  The portal is a value-added service, which will result in a larger customer base. Picking up more customers per ad spend saves money. Added service justifies premium rates. | | |

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