











# The Business Model Canvas

Visual management tool to illustrate the elements and dynamics involved in value creation and value capture. Developed by Osterwalder & Pigneur.

<b>KEY PARTNERS</b> 	<b>KEY ACTIVITIES</b> 	<b>VALUE PROPOSITIONS</b> 	<b>CUSTOMER RELATIONSHIP</b> 	<b>CUSTOMER SEGMENTS</b> 
	<b>KEY RESOURCES</b> 		<b>CHANNELS</b> 	
<b>COST STRUCTURE</b> 			<b>REVENUE STREAMS</b> 