KEY PARTNERS	KEY ACTIVITIES		POSITIONS	RELATIONSHIPS SEGMENTS	
Who are our key partners? Who are our key suppliers? Which key resources are we acquiring from our partners? Which key activities do partners perform?	What key activities do our value propositions require? Our distribution channels? Customer relationships? Revenue streams?	customer? Which one of ou problems are w solve? What bundles o services are we segment? Which custome satisfying? What is the min	e helping to If products and offering to each r needs are we	How do we get, keep, and grow customers? Which customer relationships have we established? How are they integrated with the rest of our business model? How costly are they?	For whom are we creating value? Who are our most important customers? What are the customer archetypes?
	KEY RESOURCES	product?		CHANNELS	
	What key resources do our value propositions require? Our distribution channels? Customer relationships? Revenue streams?			Through which channels do our customer segments want to be reached? How do other companies reach them now? Which ones work best? Which ones are most cost-efficient? How are we integrating them with customer routines?	
COST STRUCTURE			REVENUE STREAMS		
What are the most important costs inherent to our business model? Which key resources are most expensive? Which key activities are most expensive?			For what value are our customers really willing to pay? For what do they currently pay? What is the revenue model?		

What are the pricing tactics?