

Partners:
“What partners do I need to deliver my value proposition?”

Core business:
“what are the most important activities to create value?”

Value propositions:
“What problem do I solve for my customers?”

Customer relations:
“How do I stay top of mind & how do I signal changing customer needs”

Customer segments
“to whom do I add value?”

Key resources:
“What key resources do I have to deliver value?”

Channels:
“How do I make sure my products or services end up with my customers?”

Cost structure:
“What are your biggest costs?”

Revenue streams:
“What do you make money from?”