

YOUNG ENTREPRENEURSHIP

Module C.: BUSINESS MODEL CANVAS INDICATIVE QUESTIONS BY FIELD

By



BUSINESS MODEL CANVAS¹

INDICATIVE QUESTIONS BY FIELD

Entrepreneurial idea : _____

KEY PARTNERS	KEY ACTIVITIES	VALUE PROPOSITION	CUSTOMER RELATIONSHIP	CUSTOMER SEGMENTS
8) What partnerships are necessary for the operation of the business?	7) What actions are required for the operation of the business?	2) What is the product / service that the business sells? What is the benefit to customers? Which customer problem does it solve?	4) What is the relationship that the business will develop with its customers in order to maintain them? How will it increase the number of its customers?	1) Who are the customers who will benefit from the product/service the business is selling? What are their characteristics? Who are the most important customers of the business?
	KEY RESOURCES		CHANNELS	
	6) What resources are required for the operation of the business?		3) How will the product/service be made known to the customer? How will the business reach its customers?	
COST STRUCTURE		REVENUE STREAMS		
9) What is the cost of running the business?		5) What is the price customers are willing to pay? What will the business's pricing policy be? What will be the business's revenue?		

¹ Business model CANVAS information can be found at: <https://www.strategyzer.com/canvas/business-model-canvas>