Let's talk business

**Value Proposition**

What problem does your business idea solve?

How exactly does it work?

Show us the money

**Customer Relationship**

How do you talk to your target market about your business?

How do you get more customers?

**Channels**

How will you deliver your service/product to customers?

Where will customers find your product/service?

**Market & Customer Segments**

Who needs your product/service?

How many people need what you're offering right now?

How many people will need your product/service eventually?

How will you get paid for the product/service you provide?

Crunch the numbers

**Key Partners**

How will you get paid for the product/service you provide?

**Key Activities**

What do you need to do in order to produce, market, and deliver your product/service?

**Cost Structure**

How much will your key activities, resources, and partners cost you?