

BUSINESS NAME:

# BUSINESS MODEL CANVAS

DATE:

BLOOM DESIGN & CREATIVE  
GROWWITHBLOOM.US

## COST CENTERS

## PROFIT CENTERS

**KEY ACTIVITIES**

What activities do you perform to produce, market, and deliver your product or solution?

What is the resource needed for each activity?

Who performs each activity and when?  
How much time does it take?

**KEY PARTNERS**

Who are your partners?  
Which activities do they perform?  
Who are your suppliers?  
What resources do they provide?

**KEY RESOURCES**

What do you need to produce, market, and deliver your solution:

1. Human resources
2. Physical resources
3. Intellectual resources

**VALUE PROPOSITION**

What problem do you solve for the customer and how do you solve it?  
What does the customer gain?

**CUSTOMER RELATIONS**

How will you acquire customers?  
Where are your customers now?  
What will you do to establish a relationship?  
How will you talk to potential customers about your solution?  
How will you provide support?

**CUSTOMER SEGMENTS**

Who are you solving problems for?  
Are they a business or person?  
Is it a targeted group, or are there many groups?  
What are their characteristics?  
How many people will need it now?  
How many people will need it later?  
Which customers will you address first?

**CHANNELS**

How do you deliver your solution to customers?  
Where do they find it?  
Where do they hear about it or see it?  
How much does it cost?  
How long does it take to deliver?

**COST STRUCTURES**

What are the most important costs in the business model?  
What are your fixed costs?  
What are your variable costs?  
Are there any other costs to running the business?

**REVENUE STREAMS**

How does your business model convert value into financial gain?  
How will customers pay you in exchange for solving their problem?  
What is your price structure? How much does your solution cost?  
Are there any other ways your business model can profit?

**GROWTH OPPORTUNITIES**

How will you grow the business model?  
What related products or services can you offer?  
What other problems do your customers have?  
What other solutions are typically offered with your product?