

Business Canvas [TEMPLATE]

8. Suppliers & Partners		7. Key Activities		1. Opportunity		4. Talking to Customers		3. Customers & the Competition	
Who are your key suppliers and partners needed to make your products or services?		People & Process		Problem		Marketing Strategy		Customers / Market	
		Who are your key people? Do you have the people we need to get you where you want to go? Do you know what you need? Do you have the level of engagement you need? Are processes well defined and efficient?		What problems are you trying to solve for our customers? What are they already paying to solve?		How do you find and engage with customers or potential customers? What is your brand proposition / strategy?		Who are your customers? What are their needs? Where are they? What segments / demographics? Which segment is most important and/or needs your product the most?	
		Technology & Systems		Solution & Differentiator					
		What are the key technology requirements and drivers for your business operations? What other key systems are needed?		What does the solution to the problem look like and how do you provide it? How do you measure the effectiveness of the solution?		Competitors			
				What is unique about your business?		Who are your main competitors? How do you compare to them?			
2. SWOT				Key Metrics		5. Distribution		Competitive Boosters	
Outline 4 key Strengths		Outline 4 key Weaknesses		What are the key measurements for success and growth in your business?		Where are your customers accessible to us?		What are your competitive advantages...what do you do better than your competitors? Will customers value this and pay more for it or preference you for it?	
Outline 4 key Opportunities		Outline 4 key Threats							
9. Costs					6. Revenue				
What are your major investment requirements (to start up or build)? What does your cost structure look like? How sustainable is it? Is there wastage?					How much to we sell and aim to sell in the future (current and targets)? What are our margins like? Are they sufficient to generate desired profit? What are our most and least profitable products or services?				

