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| <p>Key partners</p> <p><i>Which partners do you need?</i></p> | <p>Key activities</p> <p><i>What has to be done?</i></p> | <p>Value propositions</p> <p><i>Why should someone buy your product?</i></p> | <p>Customer relations</p> <p><i>What kind of communication will you use?</i></p> | <p>Customer segments</p> <p><i>Who are your customers?</i></p> |
| | <p>Key resources</p> <p><i>What do you need?</i></p> | | <p>Channels</p> <p><i>Which channels will you use to sell your product?</i></p> | |
| <p>Cost structure</p> <p><i>Which are the essential costs?</i></p> | | | <p>Income sources</p> <p><i>What are payments made for?</i></p> | |