

#### your CUSTOMERS

Uncovering the purpose behind your passion

#### Problems and Needs

What existing need or problem do you plan to solve? How do people address this problem now?



# Who are your Customers?

**Customer Segments** 

In general terms, who is your target market?

#### Segment Composition

Visualize the people that are going to buy your product and service... what do they think? Are your buyers the same as your users?



What channels do you plan to use?

How will you identify your customers? How will you reach them?



#### What about customer relationships?

What is your customer journey like? What are your touchpoints? How will you create and develop your customer relationships over time?



## your VALUE PROPOSITION

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What are your value propositions?

Identify a proposition for each customer segment.



## your REVENUE STREAMS

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# What are your revenue streams?

For each customer segment you identified you should be able to identify it's revenue stream.



# What are your Key Activities?

What is your mission? What things will your business do to deliver it's proposition?

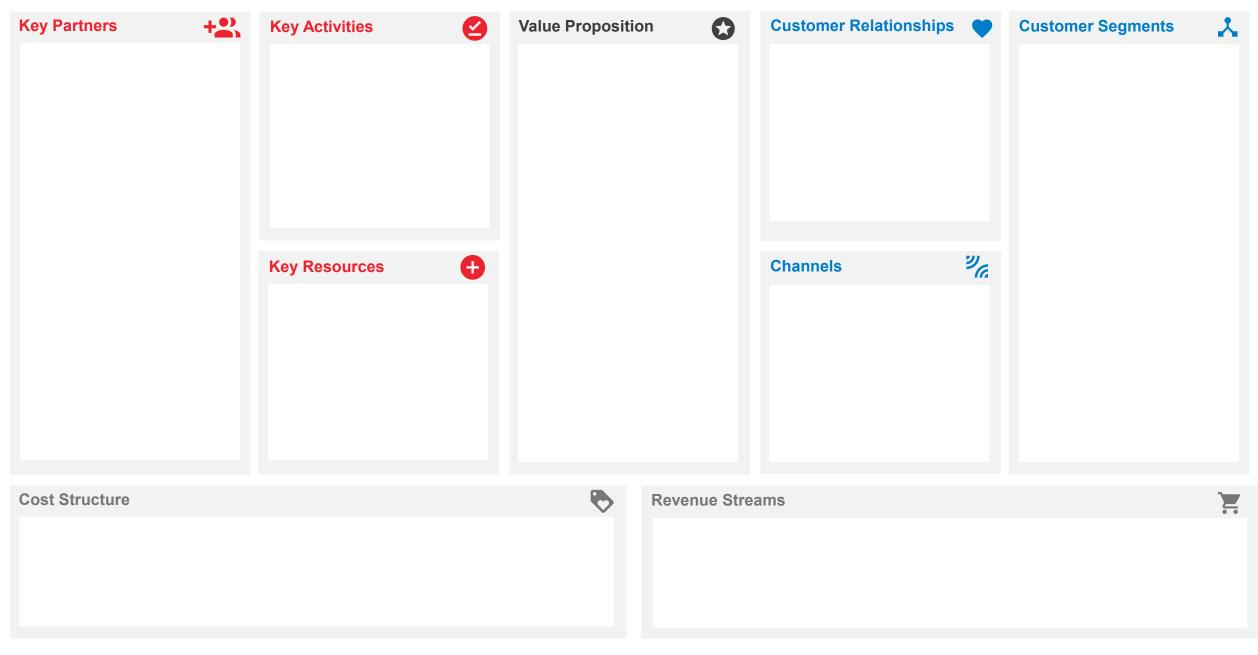


# What are your key resources?

What assets do you need to have to compete?



#### **Business Model Canvas**





#### **Spotify Sample Business Model Canvas**

