Nonprofit Budget & Financing – November 21, 2013

**Business model Canvas Elements**

Key partners

* Who are our Key Partners?
* Who are our key suppliers?
* Which Key Resources are we acquiring from partners?
* Which Key Activities do partners perform?

Key activities

* What Key Activities do our Value Propositions require?
* Our Distribution Channels?
* Customer Relationships?
* Revenue streams?

Value propositions

* What value do we deliver to the customer?
* Which one of our customer’s problems are we helping to solve?
* What bundles of products and services are we offering to each Customer Segment?
* Which customer needs are we satisfying?

Key resources

* What Key Resources do our Value Propositions require?
* Our Distribution Channels? Customer Relationships?
* Revenue Streams?

Customer relationships

* What type of relationship does each of our Customer
* Segments expect us to establish and maintain with them?
* Which ones have we established?
* How are they integrated with the rest of our business model?
* How costly are they?

Customer segments

* For whom are we creating value?
* Who are our most important customers?

Channels

* Through which Channels do our Customer Segments want to be reached?
* How are we reaching them now?
* How are our Channels integrated?
* Which ones work best?
* Which ones are most cost-efficient?
* How are we integrating them with customer routines?

Cost structure

* What are the most important costs inherent in our business model?
* Which Key Resources are most expensive?
* Which Key Activities are most expensive?

Revenue streams

* For what value are our customers really willing to pay?
* For what do they currently pay?
* How are they currently paying?
* How would they prefer to pay?
* How much does each Revenue Stream contribute to overall revenues?