

# Business Model Canvas

The business model canvas is a great tool to help you understand a business model in a simpler and structured way. Using this canvas can offer you insights about the customers you have, what value propositions are offered through what channels, and how your company makes its revenue.

<p><b>Key Partnership</b> This section defines the alliances necessary to execute a business model, which complements our capabilities and enhances our value proposition, both optimizing consumed resources and reducing uncertainty.</p>	<p><b>Key Activities</b> To deliver a value proposition we must carry out a series of key internal activities (production processes, marketing) These are the activities that will allow us to deliver value proposition to our client via a series of channels and with a specific type of relationship.</p>	<p><b>Value Proposition</b> What is a value proposition? It refers to the <b>value</b> a company promises to deliver to customers should they choose to buy their product or service. It is the problem we solve as providers for the customer and how we respond to that problem with our own products and services. It also involves our competitive strategy ... price? personalization? saving? design? (e.g. convenience, reliability)</p>	<p><b>Customer Relationships</b> How is the relationship between my brand and my clients? What inspires my brand?</p>	<p><b>Customer Segments</b> What are our most important customer segments? Are we targeting the general public, the mass market or a very specific niche? Are there several interrelated customer segments involved?</p>
	<p><b>Key Resources</b> What resources do I need to carry out my business activities? Eg Human, financial, technological resources, etc.</p>		<p><b>Channels</b> What channels will I use to commercialize my products? (e.g. app, website)</p>	
<p><b>Cost Structure</b> It refers to understanding and optimizing fixed and variables costs to design a scalable business model (e.g. marketing campaigns, employees..)</p>		<p><b>Revenue Streams</b> Where does my income come from? What is my income model?</p>		