

Business Model Canvas

Fill in the boxes in numerical order by replying to the supporting questions

7 Networks

- 1) What kind of (key) partners/(key suppliers) are required to produce/implement your product/service? Who can support your entrepreneurship?
- 2) Describe your connections and networks: are there already existing partners?
- 3) Think about / describe your other networks which could be of use for your business (as a board member, marketing partner, etc.)

2 My Business Idea

- 1) Describe your product/service
- 2) Why is it so good that a customer would purchase it?
- 3) How does it differ from an existing product/service in the market? What makes it original?
- 4) Describe the quality-price ratio of the product/service

1 Me as an entrepreneur

- 1) The significance of your education and work experience for the business idea
- 2) Hobbies that support your business idea
- 3) Your knowhow and strengths supporting this business idea

3 Customer relationships and segments

- 1) Describe your target customer group as accurately as possible
- 2) State the characteristics for this/these specific customer target group(s)
- 3) Identify: who is making the purchase decision within this group? What is the number of such potential customers?
- 4) Do you know the shopping habits of the target group? Describe them.
- 5) How is the market evolving?

4 Competitors

- 1) Identify your top competitors
- 2) What is the best way to stand out from your competitors? Describe their visibility and presence in the markets

5 Business operations

- 1) The physical resources: premises, personnel, equipment, data, brand patents etc.
- 2) Financial resources
- 3) Do you have recruiting needs or needs for subcontractors?

8 Risks

- 1) Identify the biggest risks in implementing your business idea
- 2) How can you reduce any such risks?

6 Channels for marketing and sales

- 1) State your most significant channels for marketing and sales
- 2) How do you organize sales in practice?
- 3) What is the image and brand you want to build for your product/service?

9 Financial management

- 1) How do you handle accounting and contractual matters?
- 2) What is the level of your financial management skills?
- 3) What are your needs for funding/cost structure? Have you organized funding and do you need help?
- 4) What are your most critical financial questions?

10 Revenue streams

- 1) How is your product/service priced? (Incl. sales commissions, logistics, taxation, etc.)
- 2) What is the annual target turnover to achieve profitability?
- 3) Have the entrepreneur's own salary and ancillary costs also been taken into account in the calculations?

11 Sustainability

- 1) How does your business idea take sustainable development into account (ecological, social, cultural, economic sustainability)?
- 2) Does sustainable development require specific resources? Do you need more resources/knowledge/support for this?

Name of your Business Idea

Your contact information



7 Networks

2 My Business Idea

1 Me as an entrepreneur

3 Customer relationships and segments

4 Competitors

5 Business operations

8 Risks

6 Channels for marketing and sales

9 Financial management

10 Revenue streams

11 Sustainability