

Team or Company Name:  
COMPANY NAME

Date:  
MM/DD/YY

## The Blue Canvas (BMC 2.0)

<b>Key Resources</b> <ul style="list-style-type: none"> <li>• What Key Resources does our Value Proposition require?</li> <li>• Financial, Physical, IP, HR?</li> <li>✓ What kind of input our processes need? (Goods, Services, Information)</li> </ul> <p style="text-align: center; font-size: 2em;">7</p>	<b>Key Activities</b> <ul style="list-style-type: none"> <li>• What Key Activities does our Value Proposition require?</li> <li>• Manufacturing?</li> <li>• Software?</li> <li>• Supply chain?</li> <li>✓ Logistic?</li> <li>✓ Where and how our processes and people interfaces with our partners?</li> </ul> <p style="text-align: center; font-size: 2em;">6</p>	<b>Value Proposition</b> <ul style="list-style-type: none"> <li>✓ What job are we helping our customers to do?</li> <li>✓ What value do we deliver to the customer?</li> <li>✓ How can we create a value proposition profile that is unique and selling?</li> <li>• Which one of our customer's problems are we helping to solve?</li> <li>• Which customer needs are we satisfying?</li> <li>• Which are the key features of our product that match customers problem / needs?</li> </ul> <p style="text-align: center; font-size: 2em;">2</p>	<b>Channels</b> <ul style="list-style-type: none"> <li>• Through which Channels do our Customer Segments want to be reached?</li> <li>✓ Which is the easiest (convenient) way for our customers to get our products/services?</li> <li>✓ Which is the most effective way for us to consistently deliver our products/services?</li> </ul> <p style="text-align: center; font-size: 2em;">4</p>	<b>Customer Segments</b> <ul style="list-style-type: none"> <li>• Who are our most important customers?</li> <li>• What are their archetypes?</li> <li>• What job do they want us to get done for them?</li> <li>✓ Who are our "earlyevangelists" who are trying to build the solution themselves?</li> <li>✓ Who are the decision makers?</li> <li>✓ What kind of value ( how much money / how much self-gratification) are they aspiring to get?</li> <li>✓ What kind of budget to they have?</li> </ul> <p style="text-align: center; font-size: 2em;">1</p>
	<b>Key Partners</b> <ul style="list-style-type: none"> <li>• Who are our Key Partners?</li> <li>• Who are our Key Suppliers?</li> <li>• What are we getting from them?</li> <li>• What are we giving them?</li> <li>✓ What key services are they performing?</li> <li>✓ Which of our processes are they sustaining?</li> </ul> <p style="text-align: center; font-size: 2em;">8</p>		<b>Customer Relationships</b> <ul style="list-style-type: none"> <li>• How we will get, keep and grow our customers?</li> <li>✓ What is the best way (brand, name, message) to be memorized as a solution for their problem?</li> <li>✓ What is our A-T-R (awareness, trial, re-purchase) model?</li> <li>✓ What is our "Category"?</li> <li>✓ What is our "Positioning"?</li> <li>✓ What is our "Brand"?</li> <li>✓ What is our "Unique Selling Proposition"?</li> <li>✓ What messages moves the client out of the status quo?</li> </ul> <p style="text-align: center; font-size: 2em;">3</p>	
<b>Cost Structure</b> <ul style="list-style-type: none"> <li>• What are the most important costs inherent in our business model?</li> <li>✓ Opex, Capex, Risks Mitigation</li> </ul> <p style="text-align: center; font-size: 2em;">9</p>		<b>Revenue Streams</b> <ul style="list-style-type: none"> <li>• How do we make money?</li> <li>• What is the revenue model? ( production, retail, rental, subscription, pay per use, etc.)</li> <li>• What are our pricing tactics?</li> </ul> <p style="text-align: center; font-size: 2em;">5</p>		

Sources: [www.businessmodelgeneration.com](http://www.businessmodelgeneration.com) You can use this template quoting Alex Osterwalder as Author and Flavio Tosi as Reviser

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