**Customer Segments**

All the people or organisations for which you are creating value, including simple users and paying customers.

**Value propositions**

The products and services that create value for your customers, i.e. the product your business is selling.

**Channels**

How do you interact with customers and deliver your value? Are you an online platform? B2B? B2C? etc.

**Customer Relationships**

What kind of relationship are you establishing with your customer? Do you work closely with clients on a long-term basis, or are you looking for short-term transactional relationships.

**Revenue Streams:**

How and through which pricing mechanisms is your business capturing value?

**Key resources**

Which assets are indispensable for your business?

**Key activities**

What do you need to do to have your business perform well? What are the key activities that drive your business model?

**Key Partners**

Who can help you leverage your business? You won’t be performing all key activities yourself, or own or key resources from the start yourself. Who will you need to work with to accomplish these key infrastructural points?

**Cost Structure**

What will the specific cost structure be for your business, how will the revenue and profits be divided and what will these funds be used for.

You can also watch this [two minute Youtube video](https://www.youtube.com/watch?time_continue=28&v=QoAOzMTLP5s) which breaks down the document.