

BTensure Guide: Standard Business Model Canvas

A Business Model Canvas is a visual planning framework that maps the essential components of a business model, enabling organizations to understand how they create, deliver, and capture value while identifying opportunities for innovation and strategic improvement.

KEY PARTNER	KEY ACTIVITIES	VALUE PROPOSITIONS	CUSTOMER RELATIONSHIPS	CUSTOMER SEGMENTS
List strategic partners, suppliers, and external collaborators essential to your operations.	Define the critical actions necessary to create and deliver your value proposition.		Define how you acquire, retain, and grow your customer base.	
	KEY RESOURCES		CHANNELS	
	Identify the physical, intellectual, human, and financial assets required.		Specify the touchpoints and platforms used to communicate and deliver your offering.	
COST STRUCTURE			REVENUE STREAMS	
List the primary costs involved in running your business model.			Outline how your business generates cash from each customer segment.	

BTensure is your partner to implement the changes smoothly and successfully