

Key Partners

Who constitutes our vital partnerships?
Who are our primary suppliers?
From our partners, what key resources do we acquire?
What key activities are carried out by our partners?

Key Activities

What are the essential activities needed for our value propositions?
How about our distribution channels?
What forms our customer relationships?
And what contributes to our revenue streams?

Key Resources

What essential resources are needed for our value propositions?
And for our distribution channels?
How about customer relationships and revenue streams?

Cost Structure

What are the primary costs that are inherent in our business model?
Among our key resources, which ones tend to be the most costly?
When it comes to key activities, which ones typically have the highest expenses?

Impact Value Proposition

What value do we deliver to the customer?
How are we contributing to solving our customer's problems?
What combinations of products and services do we provide to each customer segment?
Which customer requirements are we fulfilling?

Impact Model

How do we create impact?
What positive effects do we achieve?
How significant is our impact?

Key Performance Indicators

What metrics / data do we collect to measure the impact and effects?

Customer Relationships

What type of relationship does each of our customer segments expect us to establish and maintain with them?
Which ones have we established?
How are they integrated with the rest of our business model?
How costly are they?

Channels

In what ways do our customer segments prefer to be contacted?
What methods are we currently employing to engage with them?
How are our channels seamlessly interconnected?
Which ones demonstrate the highest effectiveness?
Which options offer the most cost-effective results?
How are we harmonizing them with customer routines?

Revenue Streams

What do our customers see as the most valuable offering they are willing to pay for?
What are they presently paying for?
What payment methods are they currently using?
What payment preferences do they have?
How much does each revenue stream contribute to our overall revenues?

Customer Segments

Who is the focus of our value creation efforts?
Who are the key customers we prioritize?

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