

BUSINESS MODEL CANVAS

In the ever-evolving and competitive world of life sciences, having a well-defined business model can make all the difference in achieving success. To help you get started, we are pleased to offer this free download of the Business Model Canvas* template.

The Business Model Canvas is a visual tool that helps entrepreneurs and businesses map out the key components of their business in a clear and concise way. By using this tool, you can easily identify the value proposition of your business, understand your target customers, and determine how to effectively monetize your offerings. Whether you are launching a new startup or looking to pivot your existing business model, this template will provide you with a solid foundation towards success.

INSTRUCTIONS:

Filling out a Business Model Canvas can seem daunting at first, but it's actually a straightforward process that requires careful consideration of your business model. As you fill out the template, be sure to revisit each section and refine your answers until you have a comprehensive understanding of your business model.

The next page is a guide that addresses which questions you should answer for each section. On page three, you can fill in your answers in the editable PDF.

NEXT STEPS:

Don't know where to start?

Need help answering the questions on page two?

Answered the questions and now need to know how to take the next steps towards success?

We would love to help!

BUSINESS MODEL CANVAS • INSTRUCTIONS

KEY PARTNERS	KEY ACTIVITIES	VALUE PROPOSITION	CUSTOMER RELATIONSHIPS	CUSTOMER SEGMENTS
<p>Key Partners?</p> <p>Key Suppliers?</p> <p>Which resources are we acquiring from partners?</p> <p>Roles/activities of key partners?</p>	<p>What key activities to our:</p> <p>Distribution channels require?</p> <p>Customer relationships require?</p> <p>Revenue streams require?</p>	<p>What value do we deliver to the customer?</p> <p>Which of our customers' problems do we solve?</p> <p>What products and services are we offering?</p> <p>Which of our customers' problems do we solve?</p> <p>Which customer needs are we satisfying?</p> <p>What is our minimum viable product?</p>	<p>How do we get, keep and grow customers?</p> <p>Which customer relationship have we established?</p> <p>How are they integrated with the rest of our business model?</p> <p>How costly are they?</p>	<p>For whom are we creating value?</p> <p>Who are our most important customers?</p> <p>What are the customer archetypes/personas?</p>
	KEY RESOURCES		CHANNELS	
	<p>What key resources do our value propositions require?</p> <p>Distribution channels?</p> <p>Customer relationships?</p> <p>Revenue streams?</p>		<p>Through which channels do our customers (segments) want to be reached?</p> <p>How do other companies reach them now?</p> <p>Which work best?</p> <p>Which methods are most cost effective?</p> <p>How are we integrating them with customer routines?</p>	
COST STRUCTURE		REVENUE STREAMS		
<p>What are the most important costs inherent to our business model?</p> <p>Which key resources are most expensive?</p> <p>Which key activities are most expensive?</p>		<p>For what value are our customers really willing to pay?</p> <p>For what do they currently pay?</p> <p>What is the revenue model?</p> <p>What are the pricing tactics?</p>		

OVER →

BUSINESS MODEL CANVAS

KEY PARTNERS	KEY ACTIVITIES	VALUE PROPOSITION	CUSTOMER RELATIONSHIPS	CUSTOMER SEGMENTS
	KEY RESOURCES		CHANNELS	
COST STRUCTURE			REVENUE STREAMS	