### Key Partners
Who are our Key Partners?
- Who are our key suppliers?
- Who are our key distributors?

Which Key Resources are we acquiring from partners?
Which key activities do partners perform?

### Key Resources
- What Key Resources do our Value Propositions require?
- Our Distribution Channels? Customer Relationships? Revenue Streams?

### Key Channels
- Through which Channels do our Customer Segments want to be reached?
- How are we reaching them now?
- How are our Channels integrated?
- Which ones work best?
- Which ones are most cost-efficient?
- How are we integrating them with customer journeys?

### Key Competencies
- What do we do better than anyone else?
- What key activities do our Value Propositions require?

### Cost Structure
- What is the most important cost inherent in our business model?
- Which Key Resources are most expensive?
- Which Key Activities are most expensive?

### Revenue Streams
- For what value are our customers really willing to pay?
- For what do they currently pay?
- How are they currently paying?
- How much do they currently pay?

### Value Propositions
- What value do we deliver to the customer?
- Which bundles of products/services are we offering to each Customer Segment?
- Which customer needs are we satisfying?

### 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 we integrated with the rest of our business model?
- How costly are they?

### Customer Segments
- For whom are we creating value?
- Who are our most important customers?
- Mass Market
- Niche Market
- Segmented
- Diversified
- Multi-sided Platform