

The Business Model Canvas

HOW ?

Key Partners

- *Who are the key stakeholders you will need to involve in your project to make it happen?*
- *Who are your key partners?*
- *Who are your key suppliers?*

Key Resources

- *What resources will you need to run your project ? (skills, funding, supplies ...)*

WHAT ?

Products / Services

- *Which products and services?*
- *What solutions?*
- *What needs does it meet?*

Key Activities

- *What are the key activities of your company to produce the offer? (logistics, marketing, production...)*

FOR WHO ?

Clients

- *Who are the people or organizations that will pay for my product/service?*
- *What are the target customers' profiles?*

Beneficiaries

- *Who benefits from your company's intervention?*

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