Business Model Canvas

Map one business model. Start with your customers, then connect the offer, delivery, costs, and income.

Business / model _____ **Date / version** _____

Key Partnerships

Who helps you deliver?

Key Activities

What must you do well?

Key Resources

What do you need?

Value Propositions

Why should customers choose you?

Customer Relationships

How do you earn and keep trust?

Channels

How do people find and buy?

Customer Segments

Who do you serve?

Cost Structure

What does the model cost to run?

Revenue Streams

How does the business earn money?

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What Goes Where

Write short, specific notes. Describe how the business works today, or clearly mark ideas you still need to test.

01 Customer Segments

Name the groups you serve and their shared needs. The buyer and the user may be different.

Example: Busy homeowners within a defined service area.

02 Value Propositions

Describe the problem you solve and the benefit customers receive. Explain why your offer matters to that segment.

Example: A maintained property without spending weekends on yardwork.

03 Channels

List how customers discover you, evaluate your offer, purchase, and receive the service.

Example: Referrals → website → estimate → service visit.

04 Customer Relationships

Explain how you win trust, communicate, support customers, and encourage repeat business.

Example: Clear agreements, service updates, and one contact person.

05 Revenue Streams

State what customers pay for and how they pay. Revenue is money earned before expenses.

Example: Annual maintenance agreements billed monthly; separate project fees.

06 Key Resources

List the people, equipment, knowledge, systems, and assets needed to deliver the offer.

Example: Trained crew, trucks, equipment, and scheduling software.

07 Key Activities

Identify the work that must happen consistently for the model to succeed.

Example: Estimating, route planning, maintenance, and quality checks.

08 Key Partnerships

Name outside suppliers and collaborators you rely on, and what they provide.

Example: Nurseries supply plants; specialist subcontractors add capacity.

09 Cost Structure

List the major costs created by your resources, activities, and partnerships. Separate fixed and variable costs when useful.

Example: Insurance and software; labor, fuel, and materials.

Connect the blocks

Each offer should serve a named customer segment. Your channels and relationships should reach that segment. Revenue must cover the activities, resources, partners, and costs required to deliver.

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Landscape Maintenance Company

Illustrative model • Residential recurring maintenance with separately quoted enhancements

How this model works The offer, customers, and delivery choices below are teaching examples, not verified company operating plans.

Key Partnerships

- Plant and mulch suppliers
- Equipment dealer and repair shop
- Licensed specialists for work outside the core service
- Trusted overflow subcontractors

Key Activities

- Estimate and sell agreements
- Plan efficient routes
- Maintain properties
- Check quality and bill

Key Resources

- Trained crew
- Trucks and equipment
- Scheduling and billing system
- Service knowledge

Value Propositions

Consistent property care that gives homeowners time back.

One dependable provider, a clear annual scope, and predictable monthly billing.

Enhancements quoted separately when needed.

Customer Relationships

- One contact person
- Clear service agreement
- Seasonal updates
- Simple request process

Channels

- Neighbor referrals
- Local search and website
- Site visit and quote
- Scheduled service visits

Customer Segments

Busy homeowners who value dependable care.

Owners who prefer to outsource physical yardwork.

Focus on properties within an efficient service area.

Cost Structure

• Crew wages and payroll costs • Fuel and repairs • Equipment and vehicle ownership • Insurance • Software and administration • Materials and subcontractors

Revenue Streams

- Annual maintenance agreements billed monthly
- Separately quoted mulch, planting, and cleanup projects
- Approved additional services

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Neighborhood Restaurant

Illustrative model • Independent casual restaurant focused on local repeat customers

How this model works The offer, customers, and delivery choices below are teaching examples, not verified company operating plans.

Key Partnerships

- Food and beverage distributors
- Local producers
- Equipment repair providers
- Payment processor
- Community event partners

Key Activities

- Plan menus and buy stock
- Prepare and serve food
- Manage food safety
- Schedule staff and control waste

Key Resources

- Kitchen and dining space
- Cooks and service staff
- Recipes and brand
- Ordering and payment system

Value Propositions

A reliable, welcoming place for a good meal close to home.

Consistent food, friendly service, and convenient takeout.

A clear menu and comfortable experience encourage repeat visits.

Customer Relationships

- Friendly personal service
- Resolve issues quickly
- Recognize repeat guests
- Share menu updates

Channels

- Local search and reviews
- Social media and referrals
- Walk-in dining
- Phone or online takeout

Customer Segments

Nearby families seeking an easy dinner.

Local workers buying lunch.

Residents looking for a comfortable place to meet and eat.

Cost Structure

• Ingredients and packaging • Kitchen and service labor • Rent and utilities
• Equipment repairs • Insurance • Payment fees • Marketing

Revenue Streams

- Dine-in food and beverage sales
- Takeout orders
- Preordered catering trays or group meals

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Residential Remodeling Contractor

Illustrative model • Planned kitchen and bathroom remodeling for owner occupied homes

How this model works The offer, customers, and delivery choices below are teaching examples, not verified company operating plans.

Key Partnerships

- Licensed trade subcontractors
- Cabinet and material suppliers
- Designers and engineers as needed
- Equipment rental providers
- Waste removal services

Key Activities

- Qualify leads and inspect sites
- Scope and estimate work
- Schedule trades and materials
- Manage quality and changes

Key Resources

- Skilled project manager
- Reliable trade network
- Tools and vehicles
- Estimating and job tracking

Value Propositions

A better-functioning home with a clearly managed renovation process.

Defined scope, coordinated trades, and regular progress updates.

Written change approvals help customers understand cost and schedule impacts.

Customer Relationships

- Dedicated project contact
- Written scope and updates
- Documented approvals
- Final walkthrough and follow-up

Channels

- Client and trade referrals
- Local search and portfolio
- Site consultation and proposal
- Work delivered at the home

Customer Segments

Homeowners planning kitchen or bathroom upgrades.

Owners with a realistic project budget who value coordination and clear communication.

Homes within a defined service area.

Cost Structure

• Trade labor and materials • Project management • Tools, vehicles, and disposal
• Insurance and administration • Permits as applicable • Marketing

Revenue Streams

- Remodeling contracts paid in agreed project stages
- Approved change orders
- Paid design or planning services when offered

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