Higher Model:	Lower Model:

Business Model Alignment Canvas

Key Partners

List parties who either
1) provide us with a Key Resource, or 2) perform a Key Activity on our behalf.

List parties who
1) provide you with a Key Resource, or
2) perform a Key Activity on your behalf.

Key Activities

Describe essential ongoing actions that create, communicate, facilitate evaluation of, sell, deliver, or support our Value Proposition(s).

Describe essential ongoing actions whereby you create, communicate, facilitate evaluation of, sell, deliver, or support our Value Proposition(s).

Key Resources

List the most important resources (people, financial, intellectual, physical) we need to create, communicate, sell, deliver, and support our Value Proposition(s).

List the most important resources (interests, personality, skills & abilities, experience, knowledge, etc.) you have to create, communicate, sell, deliver, and support the team's Value Proposition(s).

Value Propositions

Describe Customer problems we solve (Jobs-to-be-Done), benefits we deliver, and/or Customer needs we satisfy. Include service/product names.

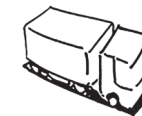Describe Customer problems you solve, benefits you deliver, and/or Customer needs you satisfy.

Customer Relationships

Describe the nature of the relationships we have to
1) provide post-purchase Customer support, and
2) introduce Customers to other offers.

Describe the nature of the relationships you have to
1) provide post-purchase Customer support, and 2) introduce Customers to other offers.

Channels

List key prospective Customer touchpoints that 1) create awareness,
2) enable evaluation,
3) enable purchase, and/or
4) deliver Value.

List key prospective Customer touchpoints through which you 1) create awareness,
2) enable evaluation, 3) enable purchase, and/or 4) deliver Value.

Customer Segments

List in priority order the most important Customer segments to whom we deliver Value.

List in priority order the most important internal or external Customer segments to whom you deliver Value.

Costs

List the biggest Costs incurred for Key Resources, Key Activities, and Key Partners.

List the biggest costs (financial, emotional, social, financial, etc.) of doing your work.

Revenue & Rewards

Describe the specific form of Revenue and/or Reward provided by each Customer segment.

Describe Revenue or Rewards (financial, emotional, social, personal, etc.) you receive from Customers.