What are the most important costs inherent in our business model?

Which Key Resources are most expensive?

Which Key Activities are most expensive?

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?

For what value are our customers really willing to pay?

For what do they currently pay?

How are they currently paying?

How would they prefer to pay?

How much does each Revenue Stream contribute to overall revenues?

What are our Key Partners?

Who are our key suppliers?

Which Key Resources do our Value Propositions require?

What Key Activities do partners perform?

What Key Resources do our Value Propositions require?

For whom are we creating value?

Who are our most important customers?

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 they integrated with the rest of our business model?

How costly are they?

What Key Activities do our Value Propositions require?

Our Distribution Channels?

Customer Relationships?

Revenue Streams?

For what value are our customers really willing to pay?

What Key Activities do our Value Propositions require?

Our Distribution Channels?

Customer Relationships?

Revenue Streams?

For what does our company's product or service deliver value?

What does our company's product or service deliver value for?

What are the costs to create, produce, and deliver our Value Propositions?

What are the costs to deliver our Value Propositions?

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