

LEAP! Business Model Canvas

Project Name



<p>1. Customer/ Beneficiary Segments</p> <p>For whom are you creating value? What are the customer segments that either pay, receive, or decide on your value proposition? Who are your early adopters?</p>	<p>2. Unique Value Proposition</p> <p>What is the value you deliver to your customer? Which of your customer's problems are you helping to solve and how?</p>	<p>3. Core Products and Services</p> <p>What are the services and products you provide every day to create and deliver your value proposition?</p>	<p>5. Customer Relationships</p> <p>What relationship does each customer segment expect you to establish and maintain? How do you communicate your value to customers?</p>	<p>7. Key Resources</p> <p>What are the resources you need to create and deliver your value proposition?</p>
<p>6. Revenue Streams</p> <p>How do customers reward you for the value you provide to them? What are the different revenue models?</p>	<p>9. Cost Structure</p> <p>What are the major costs you make to create and deliver your value proposition? What are your needs for start-up?</p>	<p>4. Channels</p> <p>How does your value proposition reach your customer? Where can your customer buy or use your products or services?</p>		<p>8. Key Partners</p> <p>Who are your most important partners? Which key resources do you acquire from partners, or which activities do they perform?</p>

Adapted from the "Business Model Canvas" developed by Alex Osterwalder.

LEAP! Business Model Canvas



1. Customer/ Beneficiary Segments	2. Unique Value Proposition	3. Core Products and Services	5. Customer Relationships	7. Key Resources
		4. Channels		8. Key Partners
6. Revenue Streams			9. Cost Structure	

Adapted from the "Business Model Canvas" developed by Alex Osterwalder.