

Business Model Canvas for Startups

1. Key Partners

- Strategic alliances with complementary startups
- Suppliers and manufacturers
- Technology providers (cloud, payment gateways, APIs)
- Distribution and logistics partners
- Investors and advisors
- Industry associations and networks

2. Key Activities

- Product development and innovation
- Customer acquisition and marketing
- Building and maintaining technology infrastructure
- Establishing partnerships and collaborations
- Customer support and relationship management
- Continuous market research and iteration

3. Key Resources

- Founding team expertise and skills
- Intellectual property (patents, trademarks, proprietary tech)
- Brand identity and reputation
- Financial capital (seed funding, venture capital)
- Technology stack (software, hardware, platforms)
- Customer data and insights

4. Value Propositions

- Solving a specific customer pain point
- Offering a unique or innovative product/service
- Providing cost savings or efficiency improvements
- Delivering convenience, speed, or accessibility
- Enhancing customer experience with personalization
- Creating social or environmental impact

5. Customer Relationships

- Self-service platforms (apps, websites)
- Personalized customer support
- Community building (forums, social media groups)
- Automated engagement (chatbots, email campaigns)
- Loyalty programs and referral incentives
- Feedback loops for product improvement

6. Channels

- Company website and mobile app
- Social media platforms
- Online marketplaces
- Direct sales (B2B outreach, demos)
- Partnerships with distributors or resellers
- Events, webinars, and trade shows

7. Customer Segments

- Early adopters and innovators
- Niche markets with specific needs
- B2C: individual consumers with targeted demographics
- B2B: small businesses, enterprises, or startups
- Community-driven or mission-aligned customers
- Geographic or industry-specific segments

8. Cost Structure

- Product development and R&D
- Marketing and customer acquisition costs
- Technology infrastructure and hosting
- Salaries and team expenses
- Legal, compliance, and administrative costs
- Distribution and logistics expenses

9. Revenue Streams

- Direct product or service sales
- Subscription models (monthly/annual plans)
- Freemium with premium upgrades
- Transaction fees or commissions
- Licensing or white-labeling technology
- Advertising or sponsorships
- Strategic partnerships and collaborations

Example Startup Business Model Canvas (Food Delivery App)

Building Block	Example
Key Partners	Restaurants, delivery drivers, payment processors
Key Activities	App development, order management, customer support
Key Resources	Mobile app, driver network, brand reputation
Value Propositions	Fast, reliable food delivery with wide restaurant selection
Customer Relationships	In-app support, loyalty rewards, personalized offers
Channels	Mobile app, website, social media
Customer Segments	Urban professionals, students, busy families
Cost Structure	App maintenance, driver payments, marketing
Revenue Streams	Delivery fees, restaurant commissions, premium subscriptions