

## Business model canvas

Business model canvas - a tool that enables you a template for documenting existing business model or developing new in structured way. The business model canvas includes nine blocks: customer segments, value services, customer relationships, Channels, revenue structure, cost structure, key resources, key activities, key partnerships.

The example of digital tools for business model canvas : <https://webtools.innovalor.nl/>

KEEN BMI 2020

Add the title of your business model

Customer Segments

Startuolai

Delete the text box. Select your colour.

Press "+" and add your text in the yellow box.

Revenue Structure

The button explains each block (e.g., revenue structure types).

Describe how the company generates revenues. Revenue is generated by selling your products or services or from other activities.

- For what are the customers willing to pay?
- For what are the customers currently paying?
- How do customers prefer to pay?

1 Figure. The example of KEEN Business model development using *webtool.innovalor.nl* tool.