

# WH!PSMART

## Business Model Canvas

### key partners

who are your strategic allies, suppliers & collaborators?



### key activities

operations, marketing, production, problem-solving, and administration

### key resources

physical, intellectual, human, financial

### value proposition

what value is your business offering?  
what problem is it solving?

### customer relationships

personal or automated?  
transactional or long-term?  
how you handle the customer experience

### channels

how will you reach your customers?

### customer segments

who are your customers?  
market analysis and target audience

### cost structure

fixed & variable costs, salaries, expenses, fees, overhead

### revenue streams

how will you make money? cash flow, pricing and profits