










# # 21 BUSINESS MODEL CANVAS

für Produkt/Service: ..... Datum: .....



|  |  |   |   |  |
|--|--|---|---|--|
| Strategische Partner  | Schlüsselaktivitäten  | Wertangebot  | Kundenbeziehungen  | Kundensegmente  |
|  | Ressourcen            |   | Vertriebskanäle    |  |
| Kostenstrukturen  |  |   | Einnahmequellen  |  |



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