**Exercise – Business model Canvas**

*Reference: Osterwalder, A., Pigneur, Y. (2010), Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers, John Wiley & Sons.*

A business model describes the rationale behind how an organisation creates value and delivers and profits from that created value. To complete this exercise, review the video describing the nine elements of the Canvas and then complete the diagram below.

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| **Key partners** | **Key activities** | **Value proposition** | | **Customer relationships** | **Customer segments** |
| **Key resources** | **Channels** |
| **Cost structure** | | | **Revenue streams** | | |