















# BUSINESS MODEL CANVAS

<b>Value Proposition</b> The bundle of products and services a company offers to make the lives of its customers better.	<b>Channels</b> The ways a company reaches its customers.	<b>Customer Relationships</b> The types of relationships a company establishes with specific customer segments.	<b>Revenue Streams</b> The ways a company generates revenue from its customer segments.
<b>Customer Segments</b> The groups of people or organizations a company aims to reach and serve.	<b>Cost Structure</b> The costs a company incurs to create, market, and deliver its value proposition.	<b>Key Resources</b> The most important assets a company needs to make its business model work.	<b>Key Activities</b> The most important actions a company must take to make its business model work.
<b>Key Partners</b> The network of suppliers and partners a company relies on to produce its value proposition.	<b>Key Channels</b> The most important ways a company reaches its customers.	<b>Key Relationships</b> The most important types of relationships a company needs to make its business model work.	<b>Revenue Streams</b> The ways a company generates revenue from its customer segments.

Envisage  
envisage@iit.ac.in

