









Das Business Model Canvas

Schlüsselpartner (Key Partners) 	Schlüsselaktivitäten (Key Activities) 	Wertangebote (Value Proposition) 	Kundenbeziehungen (Customer Relationships) 	Kundensegmente (Customer Segments) 
	Schlüsselressourcen (Key Resources) 		Kanäle (Channels) 	
Kostenstruktur (Cost Structure) 		Einnahmequellen (Revenue Streams) 