

Designed for Station cafe		Designed by	Date	Version Illustrative example
Key partners Asks who else you depend on. A local bakery, a coffee roaster and a milk supplier.	Key activities Asks what you must do well. Preparing drinks, baking or buying food and keeping the shop clean.	Value proposition Asks what problem you solve or need you meet. Good coffee served in under two minutes, plus a simple lunch menu.	Customer relationships Asks what kind of relationship each segment expects. Staff who learn regular customers' orders, and a stamp card.	Customer segments Asks who you create value for. Commuters who want a fast coffee, and nearby office workers who want lunch.
	Key resources Asks what assets you need to deliver the value. The premises, the espresso machine and trained staff.		Channels Asks how you reach customers and deliver the value. The shop front, a pick-up counter and a pre-order message line.	
Cost structure Asks what the main costs are. Rent, wages, ingredients and equipment upkeep.		Revenue streams Asks what customers pay for and how. Drinks, food and a small retail shelf of beans.		