

Designed for Invoicing software		Designed by	Date	Version Illustrative example
Key partners Asks who else you depend on. A payment processor and a hosting provider.	Key activities Asks what you must do well. Building and maintaining the product, fixing bugs and answering support questions.	Value proposition Asks what problem you solve or need you meet. Send a professional invoice in two minutes and see who has not paid.	Customer relationships Asks what kind of relationship each segment expects. Self-service help pages, with email support for paying users.	Customer segments Asks who you create value for. Freelance designers who bill several clients each month.
	Key resources Asks what assets you need to deliver the value. The software itself, the development team and cloud hosting.		Channels Asks how you reach customers and deliver the value. A website, search listings and referrals from design communities.	
Cost structure Asks what the main costs are. Developer salaries, hosting, payment fees and marketing.		Revenue streams Asks what customers pay for and how. A monthly subscription, with a free tier that limits the number of invoices.		

Illustrative example: the business and details are made up. Notice how the model depends on keeping customers month after month. If many cancel quickly, the revenue streams box will not cover the costs box.

Business model canvas template from lean-stack.io/guides/business-model-canvas