

# Information Sheet

## Business Model Canvas

### What is a Business Model Canvas?

A business model canvas is a strategic management and entrepreneurial tool. It provides the fundamental structure for your business plan and helps you to visualize the core operations of your business.

The Business Model Canvas		Designed for:	Designed by:	On: / / Iteration: No.
<b>Key Partners</b>  Who else do you need to make your model work? Who can do the work that you can't or won't do?	<b>Key Activities</b>  What things must you do to attract customers and produce your value proposition?  <b>Key Resources</b>  What resources do you need to perform the key activities?	<b>Value Propositions</b>  What problem do you solve? What job does your product do for the customer? What are the benefits of your product?	<b>Customer Relationships</b>  What types of relationships do you have? How do your customers want to relate to you?  <b>Channels</b>  How do customers find you? How do they buy? How do you deliver?	<b>Customer Segments</b>  Who do you serve? Who pays you? Who uses your product?
<b>Cost Structure</b>  What does it cost to operate the model? Fixed cost? Variable cost? Capital cost?		<b>Revenue Streams</b>  How do you get paid? How much?		

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## Helpful Links

Agency	Description	Website
	<b>Entrepreneur's Toolkit - Business Models</b>	
MaRS Discovery District	This page contains links and materials for understanding, developing, and improving the business model.	<a href="http://goo.gl/a3iWwS">http://goo.gl/a3iWwS</a>
	<b>Business Model Canvas - Search results</b>	
	A search page – directs you to news, insights, events, and resources regarding business model canvas.	<a href="http://goo.gl/2DrLo2">http://goo.gl/2DrLo2</a>
	<b>Osterwalder explaining the Business Model Canvas</b>	
Youtube	An educational video about how to design, test, and build business models.	<a href="http://goo.gl/bzwkxr">http://goo.gl/bzwkxr</a>
	<b>Ash Maurya - Capture Your Business Model in 20 Minutes - Lean Canvas</b>	
	A video about the business model canvas; helps you to understand and analyze important business factors.	<a href="http://goo.gl/eHB66I">http://goo.gl/eHB66I</a>
	<b>The 30 Minute Business Plan: Business Model Canvas Made Easy</b>	
Alex Cowan	Detailed explanation of the business model canvas; helps you to work through each section step-by-step.	<a href="http://goo.gl/urBq63">http://goo.gl/urBq63</a>
	<b>Business Model Canvas</b>	
Strategyzer	Contains a video explaining the business model canvas and offers a template which can be downloaded and used.	<a href="http://goo.gl/ooXTGY">http://goo.gl/ooXTGY</a>
Value Proposition Canvas	This site includes a video which presents additional information about how to create value for your customers and provides a helpful template.	<a href="http://goo.gl/aO0RuP">http://goo.gl/aO0RuP</a>
BMFiddle - Business Model Canvas	An online business model canvas template; you can add and edit information for each section.	<a href="https://bmfiddle.com/f/#/">https://bmfiddle.com/f/#/</a>

Toronto City Hall  
100 Queen St. West, Main Floor  
416-392-6646

North York Civic Centre  
5100 Yonge St., Main Floor  
416-395-7434

Scarborough Civic Centre  
150 Borough Drive, Main Floor  
416-396-7169

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