

The Enterprise Team

Business Model Canvas Resources*



University of
HUDDERSFIELD

Customer Segments:

Who do you sell to, who do you help?

Steve Blank – [Two Minutes on Customer Segments](#) and [Product Market Fit](#).

Value Propositions:

What are your promises to customers?

Steve Blank on [Value Proposition](#), [Amazon example](#) and [Value Proposition Canvas](#).

Customer Channels:

How do you reach your customers?

Steve Blank on [Channels](#), [JerseySquare Channels example](#).

Customer Relationships:

How do you interact with your customers?

Steve Blank on [Customer Relationships](#) and [Three Parts of Customer Relationships](#).

Revenue Streams:

How much income will your customers generate?

Steve Blank on [How do you Make Money?](#) And [Common Mistakes](#).

Key Resources:

What resources do you need to create and deliver your value proposition?

Steve Blank on [Key Resources](#).

Key Activities:

What tasks are key to the success of your business?

Udacity on [Key Activities](#) and examples of [Key Resources and Activities](#).

Key Partnerships:

What partnerships are critical to your business?

Udacity on [Why Should you Partner?](#) And [Types of Partners](#).

Cost Structure:

What will it cost you to launch and maintain your business?

Udacity on [Cost Structure](#), info on [cash flow](#) and [cost structure](#).

General Resources:

Steve Blank – [No Business Plan survives first contact with reality](#).

Steve Blank – [Why the old way of building start ups was wrong](#).

Business Model Generation – [first 72 pages](#).

Business Model Canvas – Strategyzer.

Santander – [BMC Support Doc](#).

Business Model Canvas – [free tutorials](#).

Create 'save-able' BMCs with [Canvanizer](#).

Overview and segment explanation from [ToolsHero](#).
Common mistakes using BMC: [Blog by Isaac Jeffries](#) and [SpikeLab](#).

*Please take these as a starting point...other resources are available – find the ones that help you understand these concepts.