

BANTALA The Business Model Canvas

One page. Nine blocks. Fill it in with a marker, not a keyboard.

o8 Key Partnerships Who fills your gaps.	o7 Key Activities What you do every week.	o2 Value Propositions What problem do you remove, in their words?	o4 Customer Relationships How much hand-holding?	o1 Customer Segments Who exactly?
	o6 Key Resources What you must have.		o3 Channels How do they find you?	
o9 Cost Structure What it costs to keep the lights on.			o5 Revenue Streams What do they pay for?	

Start on the right → the market side (01-05), then the left → the machine (06-09). Every box is a guess, write it in pencil, test it, change it.