



Grow. Build. Connect

# Business Model Checklist

A business model is the framework of how a company operates and the key resources it will be needing to operate.

The business model should be tailored to match the company's strengths and weaknesses, the market demand, and the competitive environment. A good business model can help a company grow in both size and profitability.

A business model is only valuable if it can be communicated clearly to other stakeholders in the organization, who will then support it with their own effort.

✓ Section	Have You Included?
1. <input type="checkbox"/> Customer Segments	<ul style="list-style-type: none"><li>• Demographic Data</li><li>• Psychographic Data</li><li>• Geographic Data</li><li>• Consumer Behaviour</li></ul>
2. <input type="checkbox"/> Value Propositions	What services/products do you offer your target market and what value do they receive?
3. <input type="checkbox"/> Channels	What distribution channels do you use to reach out to your target market?
4. <input type="checkbox"/> Customer Relationship	What activities do you do to maintain an ongoing relationship with your customers?
5. <input type="checkbox"/> Revenue Generation	What are the processes and activities involved in generating revenue?
6. <input type="checkbox"/> Key Resources	What are the resources you require to run your business?
7. <input type="checkbox"/> Key Actions	What actions do you need to perform to run your business?
8. <input type="checkbox"/> Key Partnerships	List the vendors and partners you need to run the business.
9. <input type="checkbox"/> Cost Structure	What expenses do you have to run the business?