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**Das Business Model Canvas**

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| **Schlüsselpartner**  (Key Partners) | **Schlüsselaktivitäten**  (Key Activities) | **Wertangebote**  (Value Proposition) | | **Kundenbeziehungen**  (Customer Relationships) | **Kundensegmente**  (Customer Segments) |
| **Schlüsselressourcen**  (Key Resources) | **Kanäle**  (Channels) |
| **Kostenstruktur** (Cost Structure) | | | **Einnahmequellen** (Revenue Streams) | | |