

Your Business Model Canvas

Map one business model. Use short notes; label each one confirmed, estimated or untested.

Business / product: _____

Date: _____

Version: _____

Key Partners

Which suppliers and service providers do you depend on? What is your backup?

Key Activities

What work must happen reliably to deliver your offer?

Key Resources

What skills, equipment, space and funds are essential?

Value Propositions

What customer problem do you solve? Why would this customer choose you?

Customer Relationships

How will you answer questions and support repeat buyers?

Channels

How will buyers discover, order and receive your offer?

Customer Segments

Who is your first specific customer group? Avoid 'everyone'.

Cost Structure

List materials, labour, packaging, transport, utilities, upkeep and losses. Mark unknown amounts.

Revenue Streams

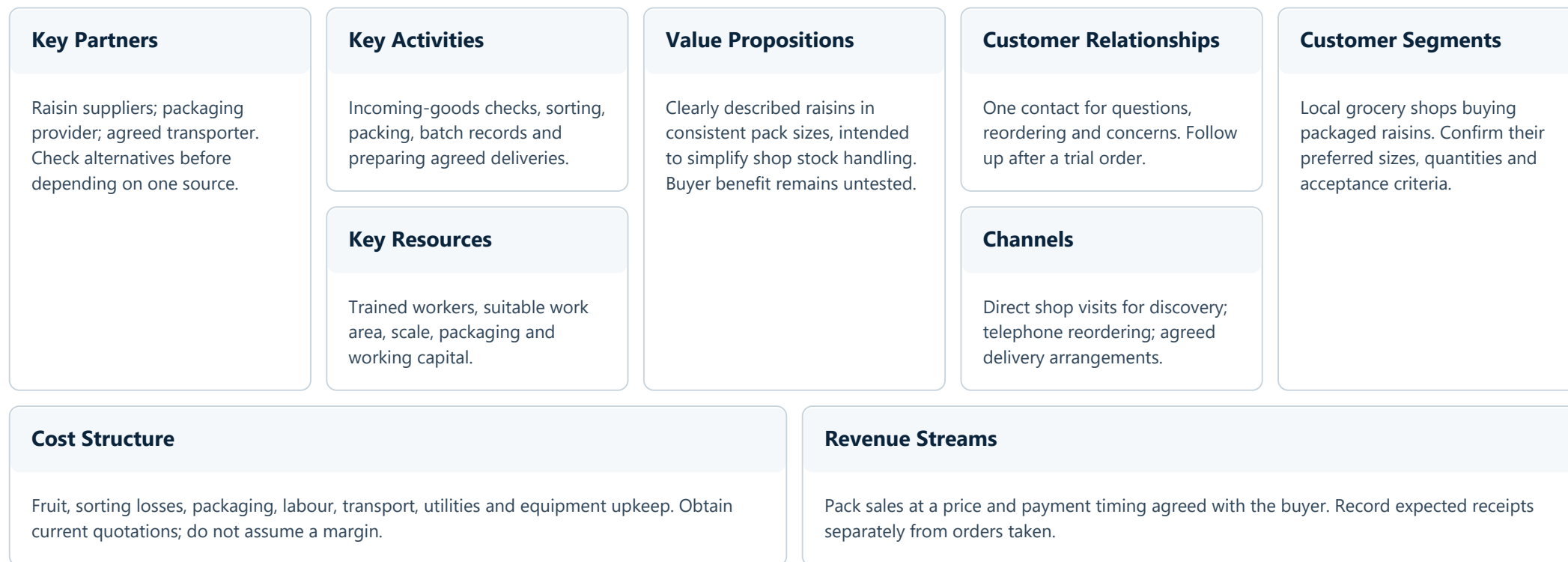
What do customers pay for? State the unit, expected price and payment timing. Use evidence, not guesses.

NEXT: Circle your biggest untested assumption. Choose a small test, a responsible person and a review date.

A worked example: packaged Afghan raisins

Hypothetical example only - not market research, compliance or export-readiness evidence, or a full business plan.

Enterprise: a hypothetical women-led packing MSME | Starting market: local grocery shops



A first test - gather evidence before expanding

1. Critical assumption

The proposed pack size suits these shops. Mark it untested until buyer evidence supports it.

2. Small, honest test

Ask actual shopkeepers about recent purchases. Show a small sample and seek an agreed trial order.

3. Record and review

Note buyer response, quantity, price, acceptance and payment timing. Review real costs and cash flow.