


# Business Model Canvas

## CS+VP Worksheet

1. Fill this out FIRST! WHO are your customers?
2. Fill this out next. WHY do they need your product/service?

Value Propositions 	Customer Relationships 	Customer Segments 
	Channels 	

REMEMBER!!

Your Customer Segments need to be PEOPLE! They should sound like a title on someone's business card.

Your Value Propositions should contain numbers! How much better are you than your competitors or the status quo?

These become your business hypotheses:

*We believe that Customer Segment #1 will want Value Proposition "A" .*