

# Open business model canvas

Situation / scenario	Opportunity	Value proposition	Competitors	Customer segments	
Top 3 situations/ scenarios	Top 3 features	The value proposition your situation offers - what you do and why is it better or unique	List your key competitors and why they are different to you	Target customers	
Key activities	Key metrics	Key resources	Channels	Early adopters	
List the activities you need to deliver	Key activities you measure	List the resources you need: equipment, offices, etc	How do you reach your costumers	List the characteristics of your ideal customers.	
Cost structure		Revenue structure		People	Suppliers
List your fixed and variable costs: distribution costs, hosting, people, etc		List your sources of revenue: revenue model, revenue, gross margin		List your key people in the business	List your key suppliers

