## **Business Model Template**

Business models are, at heart, the logic of how value is created, proposed, and appropriated. Business model innovation means a change in one or more of the fundamental components.

## **Value Proposition and Delivery Customer Pain Points Promotion Channels & Formats** Gain/Pain Reliever Messaging **Market Segments** Points-of-Sale, Distribution & Service **Key Activities Cost Structure Revenue Streams Key Partners** Lock In **Key Resources**