

# Business Model Description Document

## 1. Executive Summary

Brief overview of the business, its purpose, vision and the value it brings to customers.

## 2. Problem Statement

Clearly describe the market problem or customer need your business aims to address.

## 3. Solution / Value Proposition

Outline your products/services and explain how they address the identified problem or need.

## 4. Customer Segments

Define and describe your key customer segments and target market(s).

## 5. Revenue Streams

Explain how the business will generate income. List and describe revenue sources.

Revenue Stream	Description
Product Sales	Direct sales of physical or digital products to customers.
Subscription Fees	Recurring payments for ongoing access to a service or product.

## 6. Cost Structure

Summarize major cost categories required to operate the business.

- Staff and payroll
- Product development
- Marketing and sales
- Administrative expenses

## 7. Key Activities

Identify and explain the most important activities to deliver your value proposition.

## 8. Key Resources

List essential resources (people, technology, partnerships) required for the business.

## 9. Key Partners

Identify significant partners (suppliers, distributors, etc.) and their roles.

## **10. Channels**

Describe how the business delivers products/services and communicates with customers.

## **11. Customer Relationships**

Explain how relationships with each customer segment are established and maintained.

## **12. Competitive Advantage**

Describe what differentiates your business from competitors and why customers will choose you.

## **13. Metrics and Success Factors**

Outline key metrics used to measure success and inform decision-making.

### **Important Notes:**

- This document should be kept concise and updated regularly as the business evolves.
- Ensure each section is supported by data and research wherever possible.
- Use this template as a foundation for presentations to investors, stakeholders, and partners.
- Clarity and simplicity in describing your business model is crucial for effective communication.
- Adapt sections as needed to fit the particulars of your industry and business type.