

THE BUY FROM A BLACK WOMAN BUSINESS MODEL CANVAS

A business model canvas, sometimes referred to as a 30-minute business plan, is a straight forward way to understand the customers you serve and how your company can make money. This can be used when planning a special project or even when looking ways your competitors are working.

Take time to use the Buy from a Black Woman Business Model Canvas as a guide to get a deeper inside of what your customers want and what they are willing to pay for.

When working on your Business Model Canvas, answer these questions:

Key Partners

Who are some of the people/companies that are involved with your company? Where are supplies coming from? Who or what are some key partners that would make operating your business difficult if they are no longer around?

Key Activities

What are the steps and what is the process that must be completed in order for customers to receive their goods and services. Think of this as if you are sick or on vacation, what needs to happen so your business doesn't miss a beat.

Key Resources

What are the things that you are using weekly, daily to make your business operate? Think, if I no longer have _____ my business would not be able to function.

Value Propositions

What are the problems or need that you are identifying for your customer and how are you solving them? What makes your products or services stand out? This isn't about what you are selling but why it matters.

Customer Relationships

How are you developing relationships with your customers? Are these long term or short-term relationship? What steps are in place to form these relationships?

Channels

How are clients finding your business? What are their first encounters and what is that experience like for the customer? What works best? What is the most cost-efficient?

Customer Segments

Who are your customers? Where do they work? What are their dreams and hopes? What are their core beliefs and views of the world? Write down who is your ideal client so you have a better understanding of the person you are serving.

Cost Structure

What is costing you money to operate your business? How often are you spending this money? From labor to mailing and marketing supplies. How does this change when sales go up and when sales are down?

Revenue Streams

How much are your one-time customers vs. your repeating customers spending? How are these clients paying? How does this contribute to the overall revenue?

Use this business model canvas as a way to highlight activities and resources that can be crucial for success for your business.

PROJECT NAME:

DATE CREATED:

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KEY PARTNERS	KEY ACTIVITIES	VALUE PROPOSITIONS	CUSTOMER RELATIONSHIPS	CUSTOMER SEGMENTS
	KEY RESOURCES		CHANNELS	
COST STRUCTURE		REVENUE STREAMS		