



Business Model Canvas Exemplar

REVENUE

Who are the customers?
What are the primary and secondary revenue streams?
What is the nature of the revenue streams?

OWNERSHIP

Who owns the company?
Who is the management?

REVENUE MODEL

What is the GAAP revenue model for the company?
What is the EBITDA/cash flow model for the company?

BUSINESS PROCESS OR PLATFORM

What is the business process that is driving the company?
How does the company make money?

CRITICAL SKILLS

What is the secret sauce?
What does the company do better than others?

FUNDING STATUS

How is the company currently funded?
Does the company need funds?

STRATEGIC ALLIANCES

What relationships are critical to the present and future of the company?