



Annex No. 2 - Business model Canvas worksheet

1. Problem

What main problem are you solving?

(Write 1-2 sentences.)

2. Customer Segment

Who has this problem? Who are your main customers?

(Describe your target audience.)

3. Unique Value Proposition

What makes your solution special compared to others?

(Summarize your key advantage in 1-2 sentences.)

4. Solution

How exactly do you solve the problem?

(Describe your product/service briefly.)



5. Revenue Streams

How will your startup make money?

(List your main ways to earn revenue.)

6. Cost Structure

What will cost you money to operate?

(List major costs like production, marketing, salaries.)

7. Channels

How will you reach your customers?

(Online ads, social media, shops, etc.)

8. Key Activities

What key things must you do to make the business work?

(List the essential tasks.)



9. Key Resources

What important assets do you need?

(People, equipment, technology, partnerships.)

10. Key Partners

Who can help you succeed faster?

(Other companies, investors, suppliers, etc.)