

The Business Factory

Rent Subsidy Program

Business Summary

Name: _____

Date: _____

- **Value Proposition** (What are you building and who for?)
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- **Problem solved** (Faster, better, easier, cheaper, pain reliever)
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- **Key Activities** (What are the most important things to do to make the business model work? What are you great at?)
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- **Key Resources** (What are your most important assets?)
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- **Who else does this** (direct & indirect competitors?)
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- **Marketing**
 - Product

 - Price

 - Place

 - Promotion
- **Management Team (names and previous experience)**
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- **Key Partners** (Who are your partners and suppliers?)
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- **Channels** (How does our service get to the customer?)
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- **Customer Segments** (Who are they and why would they buy?)
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- **Customer Relationships** (How do you get, activate, keep and grow customers?)
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- **Cost Structure** (What are the costs to operate the business model? What are the most important costs? What are the most expensive resources? What key activities are the most expensive? Direct costs, Indirect costs, Variable costs)
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- **Revenue Model** (How do you make money?)
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- **Revenue Stream** (List sources of revenue)
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- **Risks** (Increased competition, Loss of key employee, Suppliers failure to meet deadlines, Regulatory changes), Technology, Governmental)
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