

Key Partners <i>Partnere</i>		Key Activities <i>Kjerneaktiviteter</i>		Value Propositions <i>Verdiløfte</i>		Customer relationship <i>Kunderelasjon</i>		Customer Segment <i>Kundesegment</i>	
<ul style="list-style-type: none"> • Who are our Key Partners? • Who are our Key Suppliers? • Hvem er partnerne våre? • Hvilke leverandører har vi? 		<ul style="list-style-type: none"> • What key activities do we have to do to deliver the Value Propositions? • Hvilke kjerneaktiviteter må vi selv utføre for å levere verdiløftet? 		<ul style="list-style-type: none"> • What value do we deliver to the customer? • Which one of our customer's problems are we helping to solve? • Which customer needs are we satisfying? 		<ul style="list-style-type: none"> • How do we maintain the relationship with our customer segments over time? (i.e. Personal assistance, Self-service, Automated services) • Hvilken type relasjon har vi til våre kundesegment? 		<ul style="list-style-type: none"> • For whom are we creating value? • Who are our most important customers? • Hvem skaper vi verdi for? • Hvem er våre viktigste kunder? 	
		Key Resources <i>Ressurser</i>				Channels <i>Kanaler</i>			
		<ul style="list-style-type: none"> • What Key Resources do our Value Propositions require? (Physical, Intellectual, Human, Financial) • Hvilke ressurser trenge vi for å oppfylle verdiløftet? 		<ul style="list-style-type: none"> • Hva slags verdi gir vi kundesegmentene våre? • Hvilket problem løser vi for kundene? • Hvilke kundebehov tilfredsstiller vi? 		<ul style="list-style-type: none"> • Through which channels do we reach our customers? (Channel phases: Awareness, Evaluation, Purchase, Delivery, After sales) • Gjennom hvilke kanaler når vi våre kunder? 			
Cost Structure <i>Kostnader</i>				Revenue Streams <i>Inntektsstrøm</i>					
<ul style="list-style-type: none"> • What are the most important costs in our business model? • Hva er de viktigste kostnadene i forretningsmodellen? 				<ul style="list-style-type: none"> • For what are the customers currently paying? • How are they currently paying? • Hva tar vi oss betalt for i dag? • Hvordan tar vi oss betalt? 					



