<table>
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<tbody>
<tr>
<td>Describe the value provided to customers.</td>
<td>Who are our Key Partners?</td>
<td>What Key Activities do our Value Propositions require?</td>
<td>What Key Resources do our Value Propositions require?</td>
<td>For whom are we creating value?</td>
<td>What type of relationship does each of our customer/client groups expect us to establish and maintain?</td>
<td>Through which Channels do our Customer Groups want to be reached?</td>
</tr>
<tr>
<td>Which one of our customer’s problems are we helping to solve?</td>
<td>Who are our Key Suppliers?</td>
<td>Our Distribution Channels?</td>
<td>Our Distribution Channels?</td>
<td>Who are our most important customers/clients?</td>
<td>How are they integrated with the rest of our Community Improvement Roadmap?</td>
<td>How are our Channels integrated?</td>
</tr>
<tr>
<td>What bundles of products and services are we offering to each customer group?</td>
<td>Which Key Resources are we acquiring from partners?</td>
<td>Customer Relationships?</td>
<td>Customer Relationships?</td>
<td>Mass Market</td>
<td>How costly are they?</td>
<td>Which ones work best?</td>
</tr>
<tr>
<td>Which customer need(s) are we helping to satisfy?</td>
<td>Which Key Activities do partners perform?</td>
<td>Revenue streams?</td>
<td>Revenue streams?</td>
<td>Niche Market</td>
<td>How are we integrating them with customer routines?</td>
<td>Which ones are most cost efficient?</td>
</tr>
</tbody>
</table>

**Characteristics**
- Newness
- Innovation
- Performance
- Customization
- “Getting the Job Done”
- Design
- Brand/Status
- Price Cost Reduction
- Risk Reduction
- Accessibility
- Convenience/Usability

**Motivations for Partnerships:**
- Optimization and economy
- Reduction of risk and uncertainty
- Acquisition of particular resources and activities
- Ensure collaboration of stakeholders

**Channels Phases:**
1. Awareness
   - How do we raise awareness about our program’s products and services?
2. Evaluation
   - How do we help customers evaluate our organization’s Value Proposition?
3. Access
   - How do we allow customers to access specific products and services?
4. Delivery
   - How do we deliver a Value Proposition to customers?
5. After services or sales
   - How do we provide customer support?

**Is Our Business More:**
- Cost driven
- Value driven

**Sample Characteristics:**
- Fixed Costs (salaries, rents, utilities)
- Variable costs
- Economies of scale
- Economies of scope

**Revenue/Income**
Where do we get money?
- What types of funding will we seek?
- What funding sources will we approach?
- Will customers be asked to pay?
- For what value are our customers or funders really willing to pay?
- For what do they currently pay?
- How are they currently paying?
- How much does each Revenue/Income source contribute to overall revenues?

**Types**
- Asset sale
- Brokerage fees
- Fundraising
- Usage fee
- Advertising
- Crowd sourced
- Subscription fees
- Grants (foundation, corporate, government)
- Lending/Renting/Leasing
- Licensing
- Donations

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### Community Improvement Roadmap

|-----------------------|-----------------|------------------|-----------------|---------------------------|--------------------------|-------------|---------|------------------|

- **Mission**
- **Vision**

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