Kdo ti pomaga? (Partnerji)
Kaj naredim? (Ključne aktivnosti)
Kako pomagam? (Vrednost, ki jo zagotavljam)
Kakšno interakcijo/ komunikacijo imas? (Odnos strankami)
Komu pomagam? (Segment strank)

Kdo sem / kaj imam? (Ključni viri)

Kaj dobiem? (Prihodki, koristi)

Kaj dam? (Stroški)

Osebni Business Model Canvas

Name: BusinessModelGeneration.com

- What do you give up in order to work (family or personal time, etc.)?
- How are you reaching them now?
- Which Channels work best?

- List soft and hard costs associated with your work:
  - Unreimbursed training, education, tool, materials, or other costs.
  - Unreimbursed commuting or travel expenses
  - Excessive time or travel commitments
  - Lack of flexibility, excessive availability expectations
  - Low recognition or lack of social contribution
  - Lack of personal or professional growth opportunities

- List some of your other resources: personal network, reputation, experience, physical capabilities, etc.
- Consider how your activities may be grouped in the following areas:
  - Making (building, creating, solving, delivering, etc.)
  - Selling (informing, persuading, teaching, etc.)
  - Supporting (administering, calculating, organizing, etc.)

- What do you get most excited about at work?
- How do you deliver Value to Customers?
  - Satisfies an emotional need
  - Fulfills a social need (brand, status, approval, etc.)
  - Increases enjoyment or fulfills a basic need
  - Increases convenience or usability
  - Lowers costs
  - Reduces risk

- Describe specific benefits Customers enjoy as a result of your work.
- What problem do you solve or need do you satisfy?

- Describe the types of relationships you have in place now.
- What kinds of relationships do your Customers expect you to establish and maintain with them?

- How do new Customers hire you or buy your services?
- How do potential Customers find out about you?
- How do you continue to support Customers and ensure they are satisfied?

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- List several critical activities that distinguish your occupation from others.
- What do you perform at work each day
- Consider how your activities may be grouped in the following areas:
  - Marketing
  - Sales
  - Customer Service
  - Operations

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