Business Model Canvas*

* Canvas has been simplified for purpose of Alberta Community Energy workshop

Partners & Stakeholders

Questions
Who do you work with to deliver value proposition?
Which stakeholders are important partners? Why?

Contracts with partners?

Technology providers?
Who is involved in the full supply chain?

NGOs?
Governments?
Economic Development Orgs?

Key Activities

Questions
What are key activities that deliver the 'value proposition'?

What do activities mean for the customer relationship?

Key Resources

Questions
What resources (assets) are needed to deliver 'value proposition'?

Value Proposition

Questions
What value is offered to the customers?
Why does the customer care?

Customer Relationships & Service Delivery

Questions
How do you interact with customers?
How is the value proposition delivered?
Customer contracts?

Marketing? Communications?
Engagement? Energy sales?

Customer Segments

Questions
Who are the customers?
What are their interests?
What do they need/want?

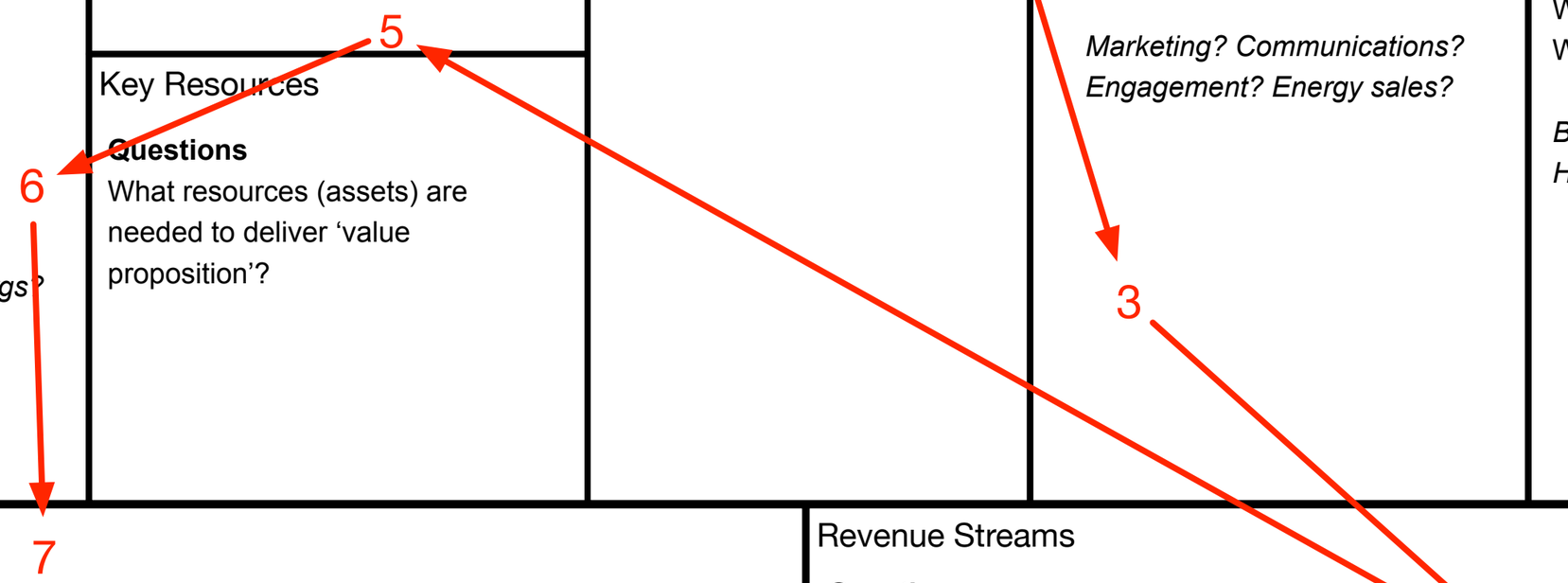
Business owners? Farmers?
Home-owners? Renters?

Cost Structure

Questions
What are major costs? What are cost risks? How are costs financed?

Research & Development? Customer relationship management?
Project scoping/development? Construction? Operation?

Revenue Streams

Questions
How is revenue generated from delivering the 'value proposition'?

Electricity sales? Power Purchase Agreements?
REC sales? Program & services fees?