



### HOA KAIPAKIHI

KEY PARTNERS

Ko wai ngā tāngata me ngā pakihi e hāpai ana i a koe ki te tūtuki o wawata?  
Who are the people and businesses that will help you succeed?







### MAHI MATUA

KEY ACTIVITIES

He aha ngā mahi matua tā ia wāhanga o te pepa nei?  
What are all the things you have to do, from each category in your canvas?







### WHAIPAINGA

VALUE PROPOSITION

He aha ngā tino taonga ka hoatu ki tō hapori.  
What is unique and valuable that you offer to your customers?







### WHANAUNGATANGA

CUSTOMER RELATIONSHIPS

He aha ngā momo whanaungatanga e whai ana koe? Tauria; tere te mahi - hokohoko noa iho, whanaungatanga roa - whakawhiti kōrero/whakaaro.  
What kind of relationships do you want with your customers? E.g; fast transaction or long relationship.






### HAPORI

CUSTOMER SEGMENTS


Ko wai to hapori? Ko wai tō tino kaihoko?  
Who are your people? Your ideal customers?



### RAUEMI MATUA

KEY RESOURCES

He aha ngā rauemi/taputapu kia tūtuki pai ai te mahi?  
What resources do you need?



### HUARAHĪ

CHANNELS

Me pēhea āu taonga e tae atu ki tō hapori?  
What are the channels you can use to reach your customers?

### MOMO UTU

COST STRUCTURE

He aha ngā momo utu matua ki to pakihi? Whai whakaaro mō ō mahi matua me ō rauemi matua.  
What are the most important costs to your business? Think about your activities and resources you need.

### WHAI MONI

REVENUE STREAMS

He aha te mea e hokona ana to hapori? He aha te utu? me pēhea te utu?  
What are your customers paying for, how much will they pay, and how will they pay?

I waihanga tēnei Pepa Pakihi mai i te Business Model Canvas mā Strategyzer. [www.strategyzer.com](http://www.strategyzer.com).  
Tikiake Te Pepa Pakihi mai i [www.tukuawhanau.nz](http://www.tukuawhanau.nz)  
Nā Manawaharepu Udy me Atawhai Liaina i waihanga.

Te Pepa Pakihi is based off the Business Model Canvas by Strategyzer [www.strategyzer.com](http://www.strategyzer.com)  
Download Te Pepa Pakihi from [www.tukuawhanau.nz](http://www.tukuawhanau.nz)  
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