

Getting Started with the Business Model Canvas for Your Farm Venture

Answers to these key questions build the foundation for a successful business.

<p>Key Partners</p> <ul style="list-style-type: none"> Who are the key team members/employees needed to make this work? What are their roles in this venture? Who will you partner with outside the farm business? Who can or will help you along the way? What can you do versus what will you contract with someone to do? 	<p>Key Activities</p> <ul style="list-style-type: none"> What do you need to do to be successful or make money? How will you know that you are successful? What are the milestones you will work toward? 	<p>Value Proposition</p> <ul style="list-style-type: none"> Who are you? What does your farm do best? What do you have to offer customers or your community? What value does your product or farm bring? Why will people buy from you instead of someone else? What problem does your product solve? 	<p>Customer Relations</p> <ul style="list-style-type: none"> How will you maintain relationships with your customers? Why will they keep coming back? Who are you competing against? 	<p>Market Segments</p> <ul style="list-style-type: none"> Who will be your customers? How do you describe your customers? How big is your customer base? How does your product compare to competitors?
<p>Cost Structure</p> <ul style="list-style-type: none"> What will you charge for your services or products? How much will it cost you to make your product and sell it? What expenses will you have? Will you need to bring in additional employees or managers? How much and what kind of labor is needed? How will you pay yourself? 		<p>Revenue Streams</p> <ul style="list-style-type: none"> How will you make money? How will you set pricing or determine what customers are willing to pay? How much can you make and sell in a year? Can this be scaled up or down? How will you grow? 		

Your Farm Venture Idea:

Key Partners	Key Activities	Value Proposition	Customer Relations	Market Segments
	Key Resources		Channels	
Cost Structure			Revenue Streams	