

The Creative Enterprise Canvas

(8) Key partners

Who do we need to collaborate with/partner with?

What do we need to share?

Who can help us deliver the business or project?

(7) Key activities

What do we need to do to deliver the value to our audiences/customers?

(2) Value Creation

What unique experiences, services or products are we offering to our audiences/customers?

Which of our audiences/customers' problems are we trying to solve?

What are we helping audiences/customers to achieve?

What audiences/customers' needs and interests are we helping to satisfy?

What are we creating which is valuable to our customers/audiences?

(4) Audience/Customer relationships

What type of relationship do we need with our audiences and customers?

How can we connect, develop and maintain relationships with audiences/customers?

How do we build communities?

What is our story? Who are we? What do we do?

What are our values?

(1) Customer groups

Who are our most important audiences/customers?

Who will be interested in our experiences, services or products?

How can we understand groups of customers and identify their needs/interests?

(6) Key resources

What resources do you need to make our idea work?

Intellectual/creative?

People?

Physical?

Financial?

Technical?

(3) Channels

How do we reach each of our different audiences/customer groups?

How do we communicate our offer?

How do we deliver our creative product

(9) Funds Out (Cost Structure)

What are the costs?

Resources?

Activities?

(5) Funds In (Revenue Streams)

What is the most significant source of funds for our project/business?

What are our audiences/customers willing/able to pay for?

Source: adapted from Strategyzer.com



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