Form G: Business Model Canvas

When assessing research projects with development and/or demonstration, emphasis will be placed on whether there are concrete plans for the dissemination of the developed technologies and new products to the market. *The Business Model Canvas* is a tool that can help guide and highlight the path to the market for the technology or product for which funding is sought. Fill out the form with key words and short sentences, optionally with help from the book Business Model Generation. At [www.gudp.dk](http://www.gudp.dk) you can find a Business Model Canvas with suggestions for questions to be considered when filling out Form G – it can be found [here](https://lbst.dk/fileadmin/user_upload/NaturErhvervSandkasse/Hjaelp_til_udfyldelse_af_BMC-II.pdf).

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| Key Partners | Key Activities | Value Propositions | | Customer Relationships | Customer Segments |
| Key Resources | Channels |
| Cost Structure | | | Revenue Streams | | |