








Applied Business Model Canvas for Service-Logic Oriented Child Sponsorship Organizations (ver. 1.0)

Key Partners Who are our key partners that we co-create value with and what are their roles and gains?	Key Activities What activities must we accomplish to offer our value propositions?	Value Propositions What do we promise to accomplish in the lives of the sponsored children? How do we fulfill the desired (public or private) outcomes of the child sponsors?	Customer Relationships  What is the desired method to engage with us?	Customer Segments For whom are we offering to be a child sponsor and what are their desired public and private outcomes?
	Key Resources What competences and skills we have to have to offer our value propositions?	  	Channels How do we reach existing and potential child sponsors (and their networks)? How do we integrate child sponsors (and their networks) into our value co-creation process?	  
Cost Structure What are our indirect and direct expenses?		Revenue Streams Where does our revenues comes from and how much our donors are willing to donate to help our beneficiaries?		