

# Biomedical Business Model Canvas

<p><b>Key Partnerships</b> <b>6</b></p>	<p><b>Key Activities</b> <b>3</b></p>	<p><b>Value Propositions</b> <b>1</b></p>	<p><b>Customer Relationships</b> <b>7</b></p>	<p><b>Customer Segments</b> <b>2</b></p>
<p>Strategic engagements to provide the complete end-to-end solution to the customer.</p>	<p>The development elements that will deliver the value proposition; e.g., intellectual property, performance specifications, regulatory approval.</p>	<p>The key quantifiable advantages and benefits that set your product apart from competition or current standard of care.</p>	<p>How you will interact with the customer throughout the lifetime of product sale and support.</p>	<p>The specific users and/or patients to which the product is targeted.</p>
	<p><b>Key Resources</b> <b>4</b></p> <p>The necessary physical, intellectual, human, and financial assets to develop and deliver the product.</p>		<p><b>Channels</b> <b>8</b></p> <p>How the product will be marketed, sold and delivered to customers.</p>	
<p><b>Costs</b> <b>5</b></p> <p>a. The costs of developing, testing, and getting clinical/regulatory approval to market the product.</p> <p>b. The costs of manufacturing, marketing, selling, delivering, training, and supporting the product for the end user.</p>		<p><b>Revenue Streams</b> <b>9</b></p> <p>a. Sources of funds to develop and market the product.</p> <p>b. Pricing and how the product will get paid for in the market.</p>		