

Biomedical Business Model Canvas

<p>Key Partnerships 6</p> <p>Strategic engagements to provide the complete end-to-end solution to the customer.</p>	<p>Key Activities 3</p> <p>The development elements that will deliver the value proposition; e.g., intellectual property, performance specifications, regulatory approval.</p>	<p>Value Propositions 1</p> <p>The key quantifiable advantages and benefits that set your product apart from competition or current standard of care.</p>	<p>Customer Relationships 7</p> <p>How you will interact with the customer throughout the lifetime of product sale and support.</p>	<p>Customer Segments 2</p> <p>The specific users and/or patients to which the product is targeted.</p>
	<p>Key Resources 4</p> <p>The necessary physical, intellectual, human, and financial assets to develop and deliver the product.</p>		<p>Channels 8</p> <p>How the product will be marketed, sold and delivered to customers.</p>	

<p>Costs 5</p> <ul style="list-style-type: none"> a. The costs of developing, testing, and getting clinical/regulatory approval to market the product. b. The costs of manufacturing, marketing, selling, delivering, training, and supporting the product for the end user. 	<p>Revenue Streams 9</p> <ul style="list-style-type: none"> a. Sources of funds to develop and market the product. b. Pricing and how the product will get paid for in the market.
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