

## Nine-field canvas for your own shop

⌚ approx. 25 min

Module: The Online Shop Canvas: The Nine Fields

Type: canvas

**Task:** Draw a nine-box grid on a large sheet of paper.

Fill in the center first with your value proposition.

Enter your offering on the left and your key customer segments on the right.

Add channels, relationships, revenue streams, costs, partners, and key resources and activities.

Highlight the three boxes you feel least confident about.

### Step by step

1. Draw a nine-box grid on a large sheet of paper.
2. Fill in the center first with your value proposition.
3. Enter your offering on the left and your key customer segments on the right.
4. Add channels, relationships, revenue streams, costs, partners, and key resources and activities.
5. Highlight the three boxes you feel least confident about.

### My online shop canvas

|                                                                       |                                                               |                                                                    |
|-----------------------------------------------------------------------|---------------------------------------------------------------|--------------------------------------------------------------------|
| <b>OFFERING</b><br>What do you sell?                                  | <b>VALUE PROPOSITION</b><br>Why do customers buy from you?    | <b>CUSTOMER SEGMENTS</b><br>Who is this for?                       |
| <b>KEY PARTNERS</b><br>Who is critical to your model?                 | <b>CENTRAL BRIDGE</b><br>Offering ↔ customer segment          | <b>CHANNELS</b><br>How do you reach customers?                     |
| <b>KEY RESOURCES &amp; ACTIVITIES</b><br>What do you need to deliver? | <b>CUSTOMER RELATIONSHIPS</b><br>How do you retain customers? | <b>REVENUE &amp; COSTS</b><br>Where do you earn, what eats margin? |

3 fields I am most unsure about



**1. Which of the nine building blocks is the weakest in your business model right now, and what does that mean for the others?**

**2. Where do you see a contradiction between your value proposition, your primary customer segment, and your choice of channels?**

**3. Which hidden costs, returns, payment fees, lengthy support interactions, are you most likely underestimating in your cost structure?**

**How to use this worksheet:** Print it out or fill it in digitally. Complete the fields during or right after the module - that turns theory into concrete action for your shop.