# Annex 4 - Business Model Canvas

*When assessing in particular development and demonstration projects, emphasis will be on whether concrete plans are available for market deployment of the technologies developed and of new products. The Business Model Canvas is a tool to help describe and make visible the road to market for the energy technology for which funding is being applied. Complete the form with keywords and short sentences, and find help from the book* [*Business Model Generation*](https://profesores.virtual.uniandes.edu.co/~isis1404/dokuwiki/lib/exe/fetch.php?media=bibliografia:9_business_model_generation.pdf)*. See specific examples in the book, e.g. on pages 46 or 235-239. Note that the Business Model Canvas must be completed with the technology/solution developed as the focal point and not the project in its entirety. If the project develops more technologies/solutions, there should be several Business Model Canvases.*

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