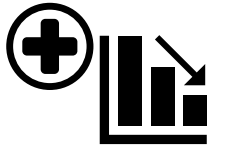


# The Corona Canvas



## Key Partners

How will key stakeholders be affected in the near future?

Which new partners can you strategically collaborate with in this crisis?

Which country or federal state are your key partners located in? How does their location influence their business decisions?

## Key Activities

How have your activities had to change to fulfill new customer needs?

How can you adapt?

How much time is needed?

## Key Resources

Which key resources are needed?

With which key resources would you start your company today?

## Value Proposition

Do you still have a product-market-fit?

How can you adapt your value proposition to the changed customer needs?

Do you have to change your value proposition?

## Customer Relationships

How effective are your current communication tools to stay in touch with your customers?

How does your company represent itself in a crisis?

## Channels

Are your distribution channels endangered in the future?

Are you able to sell remotely?

How can you adapt your channels?

## Customer Segments

How are your existing customers going to be affected?

Have their needs changed?

How can you adapt to the new needs?

Will your customers be the same?

Can you broaden or diversify your customer segments?

How can you lower the entry barriers for new customers?

## Cost Structure

Don't ask "What you I cut?", ask "What do I really need?"

How can you perform a financial-stress test and „What-If..." scenarios?

How can you extend your run-rate to 18-24 months?

Is it possible to reach break-even with existing resources?

Which projects can be cut due to low priority?

Which support can you get support from the government?

## Revenue Streams

Are current orders at risk?

Are your customers willing to pay the same prices in the crisis?

Do you have to adapt your business model?

Can you switch to more flexible and performance-based payment?