The Liaison Model Canvas

**Key Partners**
Identify the partners you need to be successful.
- What internal and external partners do you need to offer your key activities and reach your segments?

**Key Activities**
Identify the activities that will allow you to reach your goals.
- What activities does your value proposition require?
- What new things can you do to build relationships?

**Value Propositions**
Identify the value we deliver to each of our segments.
- What problems are we trying to solve?

**Key Resources**
Identify the resources that you need to make your model work, to deliver your value proposition.
- What physical, intellectual, human, and financial resources you need to carry out your key activities?

**Relationships**
Describe the relationships with our segments.
- What type of relationships do we want?
- What type of relationships do our segments want or expect?

**Segments**
Define the groups we serve.
- For whom are we creating value?
- Are there segments with different needs and problems?

**Channels**
Communicate with and reach out to segments.
- How are we reaching them now?
- How should we be reaching out? What works best?

**Cost Structure**
Determine the most important costs.
- What are the most important resources required for your model to be successful?

**Outcomes**
Move beyond transactions.
- What should success look like?
- What should it look like for students/faculty/library administration/other stakeholders?