

Export Model Canvas:

Adapted from the Business Model Canvas

Business Name:

Date:

Version

International Partners & Networks



Who are your key international partners (distributors, trade commissioners, freight forwarders, advisors)?

What local partnerships will help you enter and grow?

Export Operations & Compliance



What are your key export-related activities (market research, trade shows, shipping logistics, customs paperwork)?

How will you ensure compliance (e.g., labeling, standards)?

Export Resources & Capabilities



What human, financial, and operational resources do you need to export (e.g., export manager, translation, certification)?

What resources are unique to your international growth?

International Value Proposition



What makes your product/service compelling in a new country?

Does it need adaptation (language, packaging, compliance, design)?

What is your competitive advantage internationally?

Market Development & After-Sales Support



How will you build/maintain trust with customers, distributors, or partners?

How will you handle service, warranties, or support across time zones and borders?

Market Entry & Distribution Channels



How will you reach customers abroad (direct, agents, distributors, ecommerce, licensing)?

What logistics or fulfillment options will you use?

Target Export Markets & Customers



Who are your ideal customers abroad?

What market segments are you targeting (e.g., distributors, retailers, end consumers)?

What is the size, need, and buying behavior in each market?

Export Costs & Risks



What new costs arise from exporting (shipping, duties, insurance, marketing, compliance)?

What are the key risks (currency, political, logistical), and how will you manage them?

Export Revenue & Pricing Strategy



How will you price your product in foreign markets (including exchange rates, tariffs, shipping)?

What payment terms and methods will you accept?

To complete the form, **DOWNLOAD** and **SAVE** it to your computer, then type in the requested information in the fields on page 2.

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For additional information or clarification, please refer to page 1.