

# Podcasting Business Model Canvas

Designed for:

Designed by:

Date:

Version:

## Key Partners

- Who are our key partners that support, build or help grow the podcast?
- Are there outside businesses or organizations you can partner with to help create/grow or make your podcast most helpful to your community/audience?

## Key Activities

- What key activities do we actually need to do that will make a significant impact in advancing the podcast towards production?
- These are unique to each production. (ie: historical drama podcasts may need a lot more research time than a two-person interview or meditation podcast.)
- Please don't forget to plan for team self care and mental health resources as needed in this space too.

## Key Resources

- What key resources must we have or acquire in order for our podcast to succeed? Think about :
- 1) People: Just you? Part of a team or organization, have/need a host
  - 2) Equipment: Good to go? You are starting from scratch?
  - 3) Content: where will you find these stories? Are they yours to tell?

## Value Propositions

- What value do we deliver to the audience? You might want to think about this as "Why are you creating your next podcast?" Some starting points to think:
- Entertainment, journalistic, public interest/influence, call-to-action?
  - Organizational objectives, part of a campaign, personal/solo project?

## Audience Relationships

- What type of relationship do our audience expect us to establish and maintain with them?
- What podcast style is best for your voice? Video or audio, interview, documentary, studio or reporting from-the-scene, educational, purely entertainment?
  - Frequency: Limited episodes, daily or ongoing series?
  - How will we respect our audience? (ie: content warnings; meaningful apologies when mistakes are made/corrections issues etc...)

## Channels

- Which podcasting channels can we best reach our customer segments and what strategy should we deploy?
- How will social media play a role in promoting our podcast? Do we have existing channels of communication with our audience segments we can use? Marketing?

## Audience Segments

- For whom are we creating value? Who are our most important listeners? Why?
- Also think about: Why do you want to reach them?
  - How might you include more communities: First Nations, Metis Inuit; Black & people of colour, 2S+LGBTQ, women, others who have been marginalized...
  - Do you want to reach public, decision makers, industry sector, organization, partners, etc.?
  - Is this for customers, association/parish members, newsletter recipients?

## Cost Structure

- Think about:
- Where will your podcast be recorded & produced?
  - In a studio or similar controlled environment?
  - Zoom or similar online interview?
  - Live or live-to-tape, event, conference?
  - Recording for future production/editing?

## Revenue Streams

- How will we fund the podcast?
- Will there be a formal or informal budget?
  - Will advertising be permitted?
  - What kind/by whom? If you have an established audience: Would a subscription or membership model work (ie: Canadaland, PBS...)?



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