**Level 3 Lesson 2: Customers**

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| **1. Description Content** |
| Welcome to Lesson 2! It is wonderful that you are continuing to develop your business plan.  This lesson will focus on the right side of the Business Model Canvas: understanding your customers, how to reach them, and how to keep them happy so that they will keep coming back.  Shall we begin?  **Button:** Yes. |

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| **2. Description Content** |
| In this section, we will be looking at how to identify your customers. Play the video below when you are ready.  VIDEO 3: Customer Segment  **Guiding Questions for Part 2: Customer Segment**   1. For whom are you creating value? 2. Which different groups of customers do you target? 3. What are the characteristics of your customers or customer groups (age, place, income, demand, buying behavior, and more)? 4. Which groups are most likely to pay for your product/service?   Note your answers in the Customer Segment box. Once you are ready to learn about Part 3, please click next.  **Button:** Next. |

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| **3. Description Content** |
| In Part 3, we will learn about Channels. Play the video below when you are ready.  VIDEO 4: Channels  **Guiding Questions for Part 3: Channels**   1. How do your customers want to be reached? 2. How would your customers want to study your products/use your service? 3. How would your customers want to pay you?   Write your answers in the Channels box. Click Next once you are ready to study the final part of this lesson.  **Button:** Next. |

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| **4. Description Content** |
| In this section, we will be looking at how to get them to like your business. Play the video below when you are ready.  VIDEO 5: Customer Relationship.  **Guiding Questions for Part 4: Customer Relationship**   1. What type of relationship does each of our Customer Segments expect you to establish and how will you maintain the relationships? 2. Which ones have you formed strong relationship with? Why do they like your product/service? 3. Which ones do you need to form relationship with? How can you to do it?   Write your answer in the Customer Relationships box. Click Next when you are ready to continue.  **Button:** Next. |

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| **5. Description Content** |
| That’s it for this lesson! Well done. You are half way through your business model canvas.  In Lesson 3, you will have a chance to explore the production side of your business.  Before you leave, please rate this lesson and let us know your thoughts about Lesson 2 in the comment box.  Onwards to Lesson 3!  **Button:** Rate this lesson. |