Business Model Canvas for:

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| 1. **Key Partners:**  * Who will help you? * Who are your key partners/suppliers? * What are the most important motivations   for the partnerships? | 1. **Key Activities:**  * How do you do it? * What key activities does your value proposition require? * What activities are most important for your distribution channels, customer relationships, revenue streams etc? | 1. **Value Proposition:**  * What do you do well? * What do customers pay extra for? * What core value do you deliver to your audience? * Which needs are you satisfying? | | 1. **Customer relationships:**  * How do you interact? * What relationship that the target audience expect you to establish to get repeat sales? * How can you integrate that into your work? | 1. **Customer segments:**  * Who do you help? * Which groups are you creating value for? * Who is your most important audience? * Avatars of individual people and their interests * What problems are you trying to solve for them? |
| 1. **Key Resources:**  * What do you need for key activities? * What key resources does your value proposition require? | 1. **Sales Pitch:**  * How do you reach customers? * Which channel does your audience want to * be reached? * Which channels work best and how much do they cost? |
| 1. **Cost Structure:**  * What will it cost (activity-based costing)? * What are the most important costs in your work? * Which key resources/ activities are most expensive? | | | 1. **Revenue streams:**  * How much will you make (after cost) * What are the first products your audiences willing to pay for to get the first sale? * What are the add-ons, and how do they pay? | | |

*Replace the bullet points on the table above with your business information.*