|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Business Model  Purpose: | | | | | Impact: | |
| Problem: | Solutions | Value Propositions | | Unfair Advantage | | Customer Segments |
|  |  |  | |  | |  |
|  | Key Metrics / Resources | Channels | |
|  |  |  | |
| Cost Structure | | | Revenue Streams | | | |
|  | | |  | | | |