Customer Problem

- ***What problem will customers pay to solve?***

Key Activities (Core Competencies)

- *Where is value created*
- *Make vs Buy?*

Value Proposition

- *Financial*
- *Strategic*
- *Personal*

(Quantify)

- *Risk*
- *Convenience*
- *Status - Brand*

Unique Proposition

- ***Sustainable Competitive Advantage***
- *What do you have that your competitors can't have?*

Customer Segments

- *Mass*
- *Niche*
- *Segmented*
- *Diverse*

(Quantify %)

List Major

- *Segments*
  Geographic
  Demographic
- *Customers*

Key Partners

- ***KEY NOT ALL***
- *Reduce Risk*

Key Resources (Assets)

- *Physical*
- *Intellectual*
- *Human*
- *Financial*

Channels Go To Market

- *Direct*
- *Web*
- *Distributors*
- *Partners*

Cost Structure

- *Fixed*
- *Variable*

- *License fees*
- *Variable*

Revenue Streams

- *Usage*
- *Subscription*
- *Sale of assets*
- *Licensing*
- *Brokerage*
- *Advertising*

Price Model

- *Volume*
- *Value*
- *Affordability*

Adapted From
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Customer Problem	Key Activities (Core Competencies)	Value Proposition	Unique Proposition	Customer Segments
Key Partners	Key Resources (Assets)		Channels Go To Market	

Cost Structure	Revenue Streams

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