

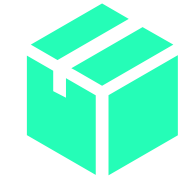








<div><h2>Partners</h2><p>Who are our key partners? Who are our key suppliers? Which key resources are we acquiring from partners? Which key activities do partners perform?</p><p>Motivations for partnerships</p><p>Optimization and economy Reduction of risk and uncertainty Acquisition of particular resources and activities</p></div>	<div><h2>Activities</h2><p>What key activities do we require? Our distribution channels? Customer relationships? Revenue streams?</p><p>Categories</p><p>Production. Problemsolving. Platform/Network.</p></div> <div><h2>Resources</h2><p>What key resources do we require? Physical resources? Intellectual: copyright, data, etc? Human? Financial?</p></div>	<div><h2>Value Propositions</h2><p>What value do we deliver to the customer? Which one of our customer's problems are we helping to solve? What bundles of products and services are we offering to each customer segment? Which customer needs are we satisfying?</p><p>Characteristics</p><p>Newness Performance Customization "Getting the job done" Design Brand/Status Price Cost Recution Risk Reduction Accessibility Convenience/Usability</p></div>	<div><h2>Customer Relationships</h2><p>What type of relationship does each of our Customer Segments expect us to establish and maintain with them? Which ones have we established? How are they integrated with our business model? How costly are they?</p><p>Examples</p><p>Personal assistance Dedicated Personal Assistance Self-Service Automated Services Communities Co-creation</p></div> <div><h2>Channels</h2><p>Through which channels do our customers want to be reached / can be reached? How do we integrate our channels? Which ones would work best?</p></div>	<div><h2>Customer Segments</h2><p>For who are we creating value? Who are our most important customers?</p><p>Mass market Niche market Segmented Diversified Multi-sided platform</p></div>
<div><h2>Cost Structure</h2><p>What are the most important costs inherent in our business model? Which key resources are most expensive? Which key activities are most expensive?</p></div>			<div><h2>Revenue Streams</h2><p>For what value are our customers really willing to pay? For what do they currently pay? How are they currently paying? How would they prefer to pay? How much does each revenue stream contribute to overall revenues?</p></div>	