

# Learning card

ImAd · 3

Diseño original:

Osterwalder, A., & Pigneur, Y. (2010b).  
*Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers (The Strategyzer series)* (1st ed.). John Wiley and Sons.

Adaptación:  
ToolTec

The learning card template consists of four horizontal sections, each with a grey header bar and a white input area below it. The sections are separated by thin horizontal lines.

- HIPÓTESIS**: The header bar contains the text "Creemos que".
- OBSERVACIÓN**: The header bar contains the text "Observamos". To the right, there is a "Confiabilidad de datos:" label followed by three empty circles for rating.
- APRENDIZAJES Y DESCUBRIMIENTOS**: The header bar contains the text "A partir de ahí aprendimos que". To the right, there is an "Acción requerida:" label followed by three empty circles for rating.
- DECISIONES Y ACCIONES**: The header bar contains the text "Por lo tanto, haremos".

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