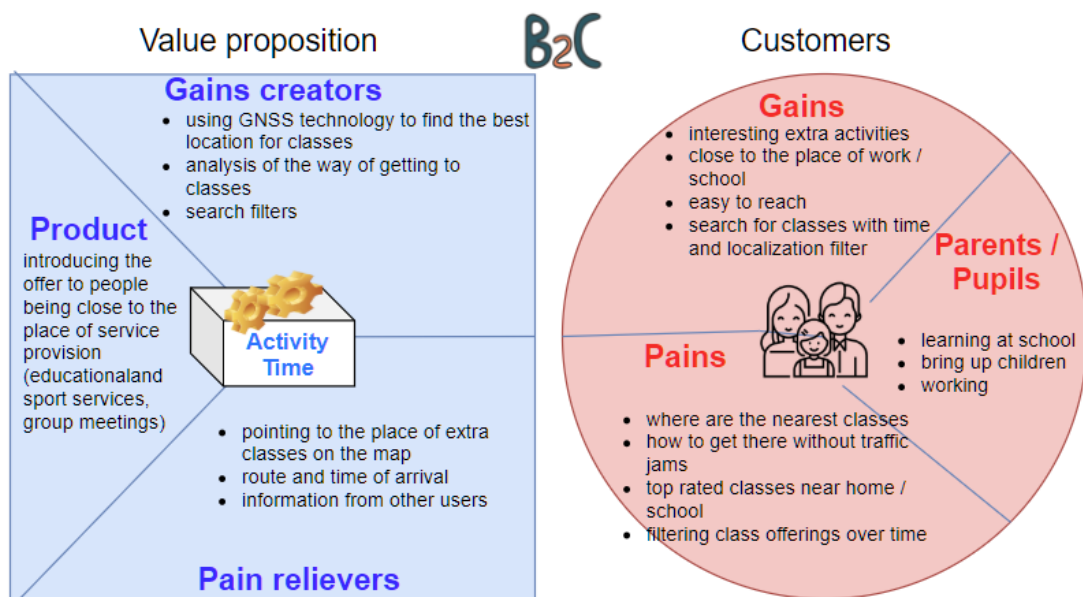


**FIGURE.** The value proposition canvas – B2B (companies, government organizations).



**FIGURE.** The value proposition canvas – B2C (parents, pupils, attending extra classes).