Use this space to write analysis. Add more pages if needed

**Key Partners**

**Customer Segments**

List the top three segments.

Look for the segments that provide the most revenue.

**Customer Relationships**

List the partners that you can’t do business without (not suppliers)

What do you do every day to run your business model?

Any key activities that ensure your business runs per satisfaction.

What are your products and services?

What is the job you get done for your customer?

How does this show up and how do you maintain the relationship?

**Key Resources**

**Channels**

**Value Propositions**

**Key Activities**

**Cost Structure**

**Revenue Streams**

How do you communicate with your customer?

How do you deliver the value proposition?

The people, knowledge, means, and money you need to run your business.

List your top three revenue streams.

If you do things for free, add them here too.

List your top costs by looking at activities and resources.

Try to segment cost per area: e.g. Sales, Marketing, Operations Cost, Manpower, etc

**USER PERSONA**

<Paste the image of user persona here>

**USER JOURNEY MAP**

<Paste the image of user journey map here>

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