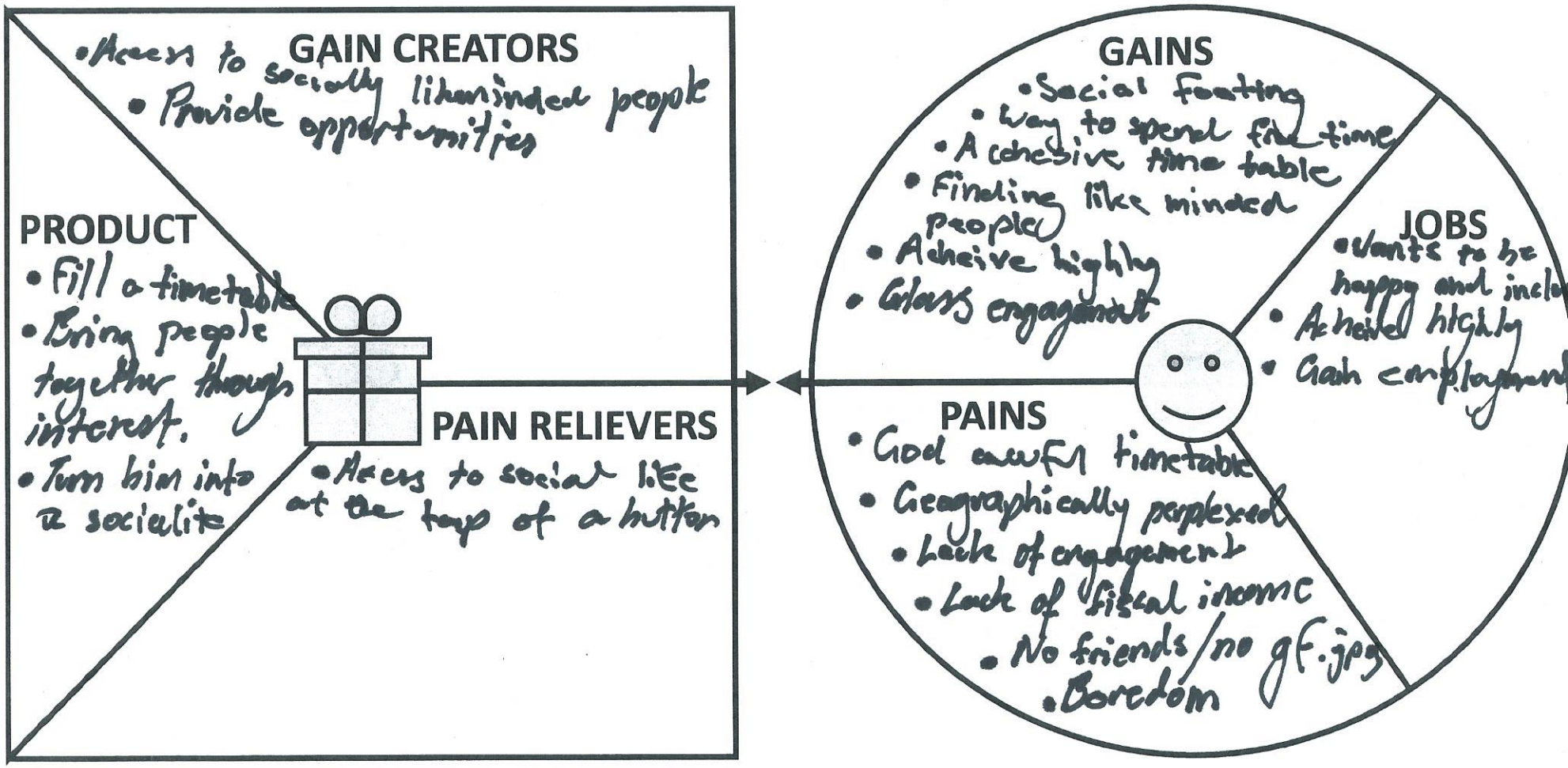
The Value Proposition Canvas



Source : strategyzer