Key Partners	Key Activities	Value Pro	positions	Customer Relationships	Customer Segments
7	5		3)	2	1
	Key Resources			Channels	
	6			4	
Cost Structure			Revenue Streams		
	9			8	
			4		
		CUSTOM	1ER-LED		

Key Partners	Key Activities	Value Propo	sitions	Customer Relationships	Customer Segments	
4	2	8		7	6	
	Key Resources			Channels		
	3			5		
Cost Structure			Revenue Streams			
1			9			
COST-DRIVEN						

Key Partners	Key Activities	Value Pro	positions	Customer Relationships	Customer Segments
7	5			4	3
	Key Resources			Channels	
	6			2	
Cost Structure			Revenue Streams		
			9		
		PRICE	-LED		

Key Partners	Key Activities	Value Propositions	Customer Relationships	Customer Segments		
1	2	5	7	6		
	Key Resources		Channels			
	3		8			
Cost Structure			Revenue Streams			
4			9			
PARTNERSHIP-LED						

Key Partners	Key Activities	Value Propos	sitions	Customer Relationships	Customer Segments	
8	7	4		2	3	
	Key Resources			Channels		
	1			5		
Cost Structure			Revenue Streams			
9			6			
RESOURCE-LED						