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| Problemas <ul style="list-style-type: none">• problem 1• problem 2 | Atividades <ul style="list-style-type: none">• activity 1• activity 2 | Proposta de Valor “proposition” Elevator Pitch | Vantagem Imbatível <ul style="list-style-type: none">• vantagem 1 | Clientes <ul style="list-style-type: none">• segment 1• segment 2 |
| | Métricas <ul style="list-style-type: none">• metric 1• metric 2 | | Canais <ul style="list-style-type: none">• channel 1• channel 2 | |
| Custos <ul style="list-style-type: none">• cost 1• cost 2 | | | Receitas <ul style="list-style-type: none">• revenue 1• revenue 2 | |