1. 9 Building Blocks
   1. Customer Segment
      1. An organization serves one or several customer segments
   2. Value Proposition
      1. What problem are you solving?
      2. Quantitative
         1. Price of service
      3. Qualitative
         1. Design or customer service
      4. USP
         1. Unique Selling Proposition
      5. Value…
         1. Newness
            1. Hybrid in late 90s
            2. Cellphones in late 80s and early 90s
            3. iPad
            4. eBook readers
         2. Performance
            1. Computers
            2. Cellphones
         3. Price
            1. Dollar store
            2. Steinway & Sons
         4. Customization
            1. NikeID
            2. Cars
         5. Service
            1. Rolls Royce
         6. Design
            1. Apple
   3. Channels
      1. How your product gets to your customer
      2. Whether it’s online or in store
      3. Amway
         1. Pyramid Scheme
      4. International or domestic
      5. Raise awareness for the customer about the companies products
   4. Customer Relationship
      1. Extended contact with customer
      2. A relationship built with your customer that help build
      3. Three Brands:
         1. Brand Awareness
         2. Brand Loyalty
         3. Brand retention
   5. Revenue Streams