

Key Partners		Key Activities		Value Propositions		Customer Relationships		Customer Segments	
Hardware producers Software developers Other suppliers Data interpretation Launching customers Distributors Logistics Service partners		Customer development Product development Implementation; Service Marketing; Sales Platform development Software development Partner management Logistics		Newness Performance Customization „Getting the job done“ Design Brand/status Price Cost reduction Risk reduction Accessibility Convenience/usability Comfort Possibility for updates		Personal assistance Dedicated assistance Self-service Automated service Communities Co-creation		Mass market Niche market Segmented Diversified Multi-sided platforms	
		Key Resources				Channels Sales force Web sales Own stores Partner stores Wholesaler			
		Physical resources							
		Intellectual property							
		Employee capabilities							
		Financial resources							
		Software							
		Relations							
Cost Structure				Revenue Streams					
Product development cost		Logistics cost		Asset sale		Licensing		Installation fees	
IT cost		Marketing & sales cost		Usage fee		Brokerage fees			
Personnel cost				Subscription fees		Advertising			
Hardware/production cost				Lending/renting/leasing		Startup fees			