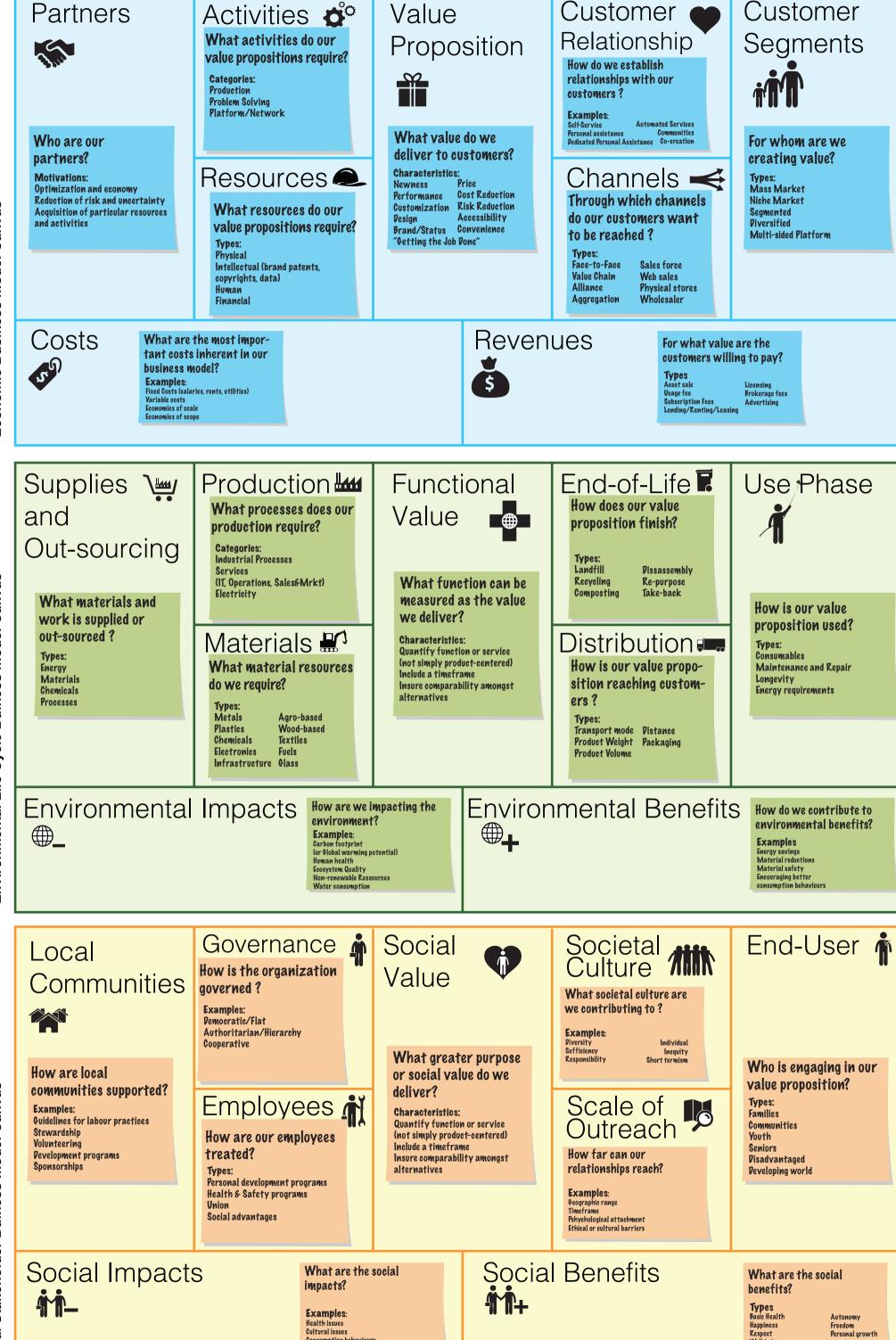


Triple layered business model car



Consumption behaviours Psychological effects

Triple layered business model cal Social Stakeholder Buiness model Canvas

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Respect Well-being

based on the original business model canvas by Alex Osterwalder and Yves Pigneur