

## Partners

Which partners can you bring on board to help you deliver your value proposition?

## Key Activities

What are the key activities required to deliver your value proposition to market?

## Resources

Which resources are required to bring your value proposition to market?

## Value Proposition

What value are you planning to bring to market?

How are you going to help people?

## Relationships

How are you going to keep in touch with your leads and customers?

## Marketing Channels

Which marketing channels are you planning to use market your value proposition?

## Customers Segments

Which segments of the market are you going after?

What distinguish each segment from the other?

## Cost Structure

What are the expected expenses you will incur running the business?  
Who will pay them and how?

## Revenue Streams

Which revenue streams are going to exist?  
Which are recurring and which are not?

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**Revenue Streams**

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