

PURPOSE

KEY PARTNERS

Who Helps You

KEY ACTIVITIES

What You Do

VALUE PROPOSITION

How You Help

CUSTOMER RELATIONSHIPS

How You Interact

CUSTOMERS

Who You Help

IMPACT

IMPACT

KEY RESOURCES

Who You Are & What You Have

CHANNELS

How They Know You & How You Deliver

IMPACT

IMPACT

IMPACT

IMPACT

IMPACT

COSTS

What You Give

IMPACT

REVENUE & BENEFITS

What You Get

IMPACT