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**Business model canvas**

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| **Partner chiave** (key partners) | **Attività chiave**(key activities)  | **Proposta di valore** (value proposition) | **Relazioni con i clienti** (customer relationships) | **Segmenti di clienti** (customer segments) |
| **Risorse chiave** (key resources) | **Canali** (channels) |
| **Struttura dei costi** (cost structure) | **Flussi di entrate** (revenue streams) |