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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) | | |