| Business       | Mo | odel Can       | vas | Designed    | d for:        | esigned by: | Date:       | Version:   |
|----------------|----|----------------|-----|-------------|---------------|-------------|-------------|--|
| Key Partners   |    | Key Activities | **  | Value Propo | sitions       | Customer R  | elationship | Customer Segments ************************************ |
|                |    |                |     |             |               |             |             |  |
|                |    |                |     |             |               |             |             |  |
|                |    |                |     |             |               |             |             |  |
|                |    | Key Resources  |     |             |               | Channels    |             |  |
|                |    |                |     |             |               |             |             |  |
|                |    |                |     |             |               |             |             |  |
|                |    |                |     |             |               |             |             | 1 7 8  |
| Cost Structure |    |                |     | •••         | Revenue Strea | ams         |             |  |
|                |    |                |     |             |               |             |             |  |
|                |    |                |     |             |               |             |             |  |
|                |    |                |     |             |               |             |             |  |

