

Key Partners	Key Activities	Value Propositions	Key Performance Indicators	Customer Relationships	Customer Segments
	Key Resources	Remote Capability			
			Alternatives (Competition)	Channels of Distribution	
		Cost Structure	Alternative Income Streams		Revenue Streams

Value Proposition	
Our _____ <i>Product or Service</i>	
Help(s) _____ <i>Ideal/Intended Customer</i>	
Who want to _____ <i>Job to be done</i>	
By _____ the _____ <i>verb (reducing/avoiding) customer problem</i>	
and _____ the _____ <i>verb (increasing/enabling) what the customer gains</i>	
Unlike _____ <i>competitor(s)</i>	

Funding Acquisition	
Best Case	Worst Case
Self Funding	
Practical	Ideal