

#BusinessModelUCanvas

personal value preposition

name, date

PERSONAL PURPOSE *what you aim for*

KEY PARTNERS

who helps you

KEY ACTIVITIES

what you do

VALUE PROVIDED

how you help

**CUSTOMER-
RELATIONSHIPS**

how you interact

CUSTOMERS

who you help

KEY-RESSOURCES

who you are and what you have

CHANNELS

*how they know you and how
you deliver*

COSTS

what you give

REVENUES AND BENEFITS

what you get