**Top of Form**

*Team or Company Name:*

Primary Canvas

**X**

Alternative Canvas

*Date:*

**07/07/15**

**The Business Model Canvas**

Bottom of Form

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| ***Key Partners*** | ***Key Activities*** | ***Value Proposition*** | | ***Customer Relationships*** | ***Customer Segments*** |
| ***Key Resources*** | ***Channels*** |
| ***Cost Structure***  ?  **Total: $** | | | ***Revenue Streams***  **Average Monthly Projection**  **Total: $** | | |

*Source:* [*www.businessmodelgeneration.com*](http://www.businessmodelgeneration.com)

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