Who will help you?	How do you do it?	What do you do?	How do you interact?	Who do you help?
KEY PARTNERS	**KEY ACTIVITIES**	**VALUE PROPOSITION**	**CUSTOMER RELATIONSHIPS**	**CUSTOMER SEGMENT**
	What do you need?	START HERE	How do you reach them?	
	KEY RESOURCES		**DISTRIBUTION CHANNELS**	

What will it cost?	How much will you make?
COST STRUCTURE	**REVENUE STREAM**