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| ***The Business Model Canvas*** |  |  |  |  |
| **Key Partners** | **Key Activities** | **Value Propositions** | **Customer Relationships** | **Customer Segments** |
|   |   |    |   |    |
|  | **Key Resources** | **Channels** |
|   |   |  |
| **Cost Structure** | **Revenue Streams** |
|    |  |   |