

BUSINESS MODEL CANVAS

Step 3 : WHAT			Step 1 : WHY - VISION, VALUE PROPOSITION - PURPOSE	Step 2 : WHO	
Key Resources	Key Partnerships	Key Activities	Idea	Beneficiary Segments - Market Target Groups	
			Need		
			Value Proposition	Relation with customers	Strategies to sale, distribute products and services
			Structure		
Step 4 : HOW (Year #1)					
Costs <i>\$482 000</i>			Revenue		
Step 5 : EVALUATION					
How we evaluate the reach of mission/mission/values			Impacts		