



## 7. PARTNERS

Key suppliers/  
Key activities



## 6. RESOURCES

Important resources



## 3. IMPORTANT ACTIVITIES

Value propositions



## 2. CUSTOMER VALUES

Offer values



## 1. CUSTOMER

Customer segments who  
wish the ideal value in their  
world



## 8. COOPERATION

Key resources and  
involving partners in  
creating value



## 4. CUSTOMER SEGMENTS

Integrated channels and  
cooperation



## 9. COST STRUCTURE



## 5. INCOMING

Income structure/  
Incoming resources and KPIs