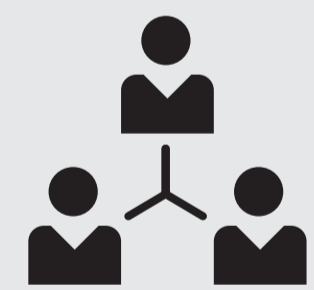


# Business Model Innovation Chart

START HERE ↓

## 8 Key Partnerships

- Optimisation & economies of scale
- Strategic Alliances
- Acquisitions
- Key Suppliers



## 7 Key Activities

- Operations
- Development
- R & D



## 6 Key Resources

- Physical
- Intellectual
- Human
- Financial



## 2 Value Proposition

- Performance
- Design
- Brand
- Price
- Usability
- Products / Services



## 4 Customer Relationships

How you GET, KEEP and GROW a customer base



## 3 Channels

- Direct
- Indirect



## 1 Customer Segments

- Users
- Payers
- Recommender
- Regulator



## 9 Cost Structure

- Fixed Costs
- Variable Costs



## 5 Revenue Streams

- Licensing
- Asset Sale
- Subscriptions
- Usage Fee

