

# Tool 1: Business Model Canvas

Source: Osterwalder, A., Pigneur, Y., Clark, T. and Smith, A. (2010). Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers. MLA.

Key Partnerships		Key Activities		Value Proposition		Customer Relationships		Customer Segments	
		Key Resources				Key Channels			
Cost Structure					Revenue Stream				
Societal Detriments					Societal Benefits				