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| --- | --- | --- | --- | --- | --- |
| **Problem / Need** | **Solution** | **Unique Value** **Proposition** | | **Competitive Advantage** | **Customer Segments** |
|  |  |  | |  |  |
| **Key Metrics** | **Channels (Marketing and Communication)** |
|  |  |
| **Cost Structure** | | | **Revenue Streams** | | |
|  | | |  | | |