









<p>Problem</p> <p>1</p> 	<p>Solution</p> <p>4</p> 	<p>UVP</p> <p>3</p> 	<p>Unfair Advantage</p> <p>5</p> 	<p>Customer Segments</p> <p>2</p> 
<p>Key Metrics</p> <p>8</p> 		<p>Channels</p> <p>9</p>  		
<p>Cost Structure</p> <p>7</p> 			<p>Revenue Streams</p> <p>6</p> 