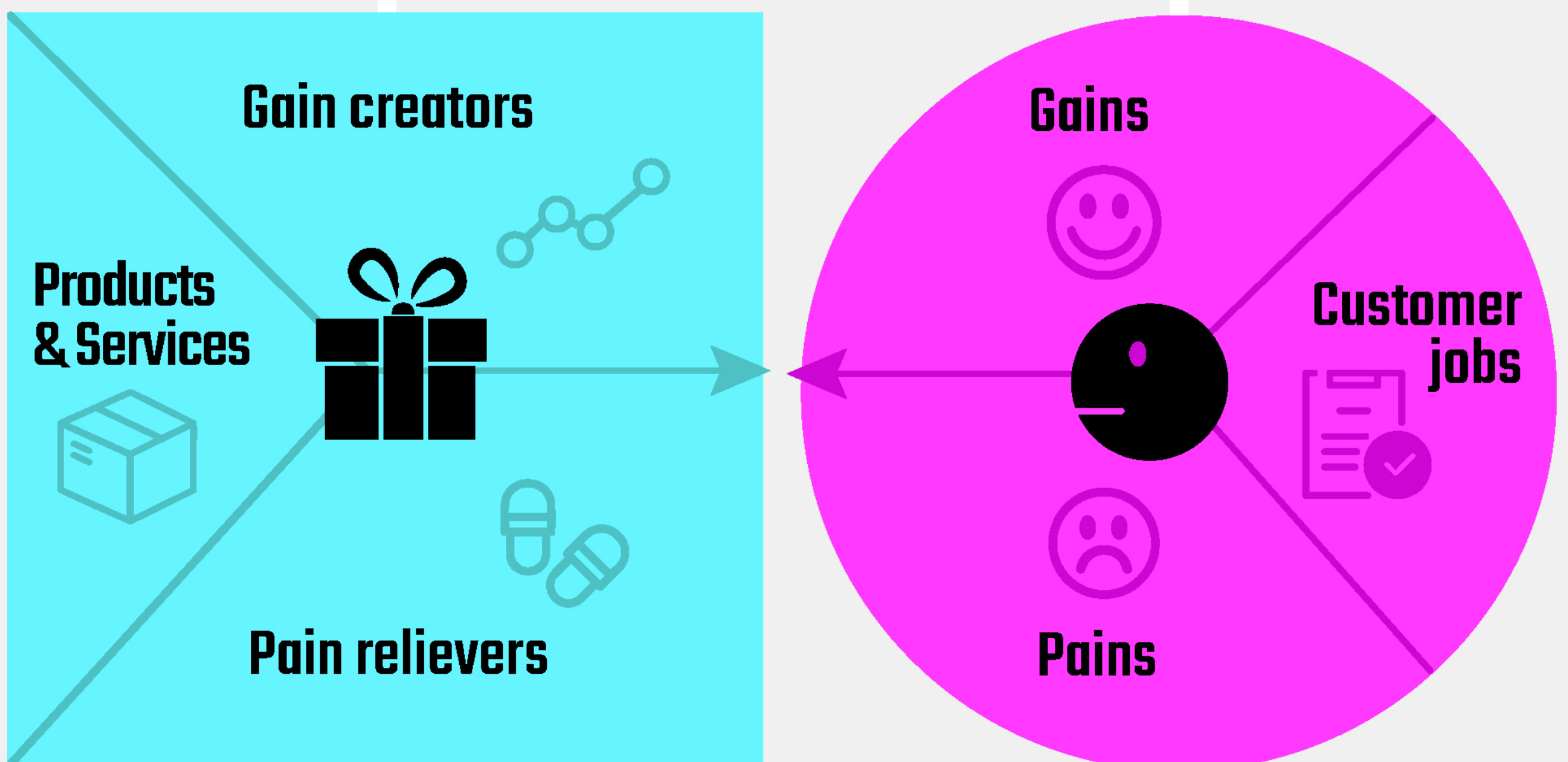


THE VALUE PROPOSITION CANVAS

HOW TO CREATE COMPELLING OFFERINGS

VALUE PROPOSITION

CUSTOMER PROFILE



Source: Osterwalder et al. (2014)