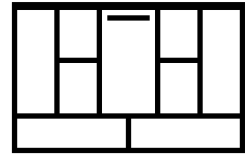


# Business Model Canvas



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## Source

<https://www.youtube.com/watch?v=QoAOzMTLP5s>

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## Description

The Osterwalder Business Model Canvas tool creates a visual representation of your proposed or existing business model. The canvas shows the logical links between customer segments, the channels and relationships your business uses to reach and keep them, as well as your business' value propositions, inputs, cost structure and revenue streams, core activities and key partnerships. Completing the business canvas periodically allows the team to identify gaps, inconsistencies and opportunities, and is therefore a great way of ensuring that the initiative is on the right track.

## Objectives

- Enhancing reflexivity
- Identifying potential issues
- Formulating/improving on strategy and project goals