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| **The Business Plan** | |  | | | | | |
|  | | | | | | | |
| **Key Partners** | **Key Activities** | | **Value Propositions** | | **Customer Relationships** | | **Customer Segments** |
|  |  | |  | | |  |  |
| **Key Resources** | | **Channels** |
|  | |  |
| **Cost Structure** | | | | **Revenue Streams** | | | |
|  | | | |  | | | |