

**BM** Lab

## Title of Our Idea: \_\_\_\_\_

Who

Who are the target customers?

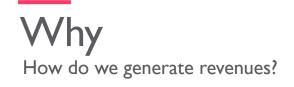
What is the value for the customers?

What are the customer needs?

Which products and services do we offer?

What are problems with current solutions?

How How do we generate the value proposition? Key activities:



Key resources:

What are the main costs?

Key partners:

Why does the business generate a profit?