Annex I: Lean Canvas form  
Company name:

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| **7- Key partnerships** | **6- Key activities** | 1. **Value** **Proposition** | | **3- Customer relationship** | 1. **Customer Segments** |
| *Who can help you leverage your business model?* | *Which activities should your business model excel to have success?* | *For each segment, you have a specific value proposition (products and services that create value to your customers)* | | *Outline the type of relationship you have with your customer* | *Name the type of clients and organisations for which you create value (simple users, paying customers…)* |
| **5- Key Resources** | 1. **Channels** |
| *Describe the infrastructure and resources needed to create, deliver and capture value: Which assets are indispensable in your business model?* | *Describe trough which touchpoints you interact with your customers and deliver value* |
| **8- Cost Structure** | | | 1. **Revenue Streams** | | |
| *Once you understand your business model infrastructure you also have an idea of its cost structure.* | | | *How and trough which pricing mechanisms your business model is capturing value* | | |