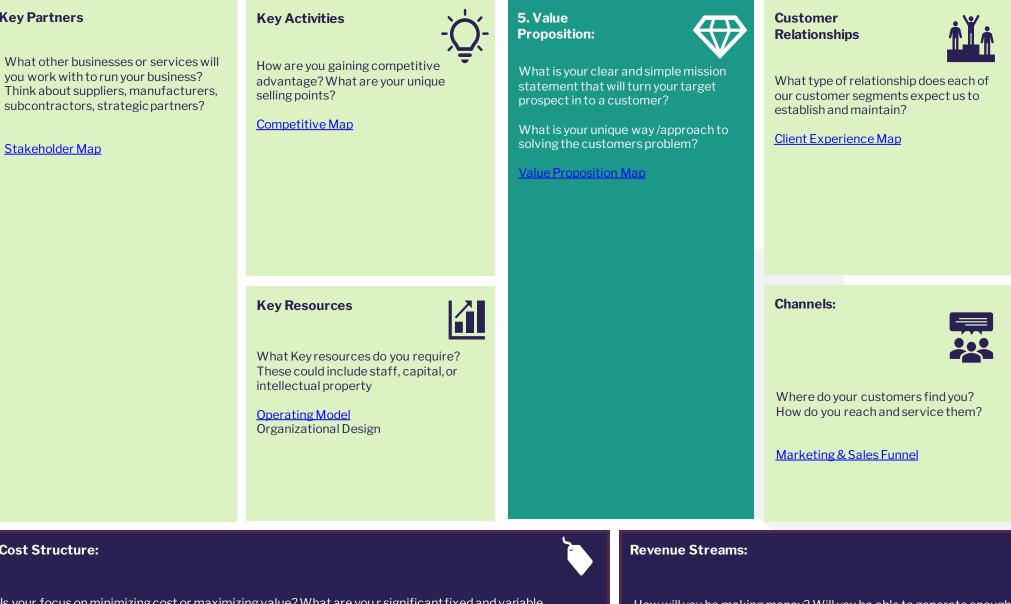
Key Partners



Customer **Segments:**



- List your target customers and users.
- What are their characteristics?
- Who are most likely to be your early adapters?
- Are your customers individuals or businesses?

Persona **Empathy Map**

Cost Structure:

Is your focus on minimizing cost or maximizing value? What are your significant fixed and variable costs?

Profit & Loss Statement



How will you be making money? Will you be able to generate enough revenue to sustain your business? Do you need additional investments?

TAM. SOM. SAM Model

Get started on your Business Model Canvas!