



# Business Model:



## Value Architecture

## Value Proposition

— Offer

— Distribution & Communication Channels

— Customers

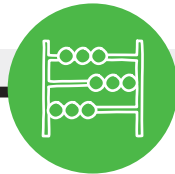
— Value Chain

— Customer Benefit

— Core Capabilities

— Partner

## Revenue Model



— Cost Structure

— Revenue Sources

## Team & Values



— Team

— Values