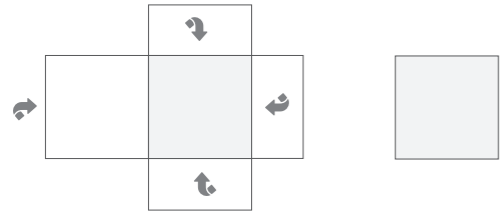


After filling out the Business Model, cut on the cutting marks and fold the Business Model for compactability.



<b>VALUE PROPOSITIONS</b> What is your unique selling point?			
<b>NAME OF BUSINESS</b>  <hr/> <hr/> <hr/>	<b>FUNCTIONS</b> What do you do?	<b>RESOURCES</b> What do you need?	<b>COMMUNICATION/DISTRIBUTION</b> What are your platforms to reach customers?
	<b>TARGET CUSTOMERS</b> Who are your customers?	<b>CUSTOMER EXPERIENCE</b> How do you communicate with customers?	<b>INCOME</b> What pays you?
	<b>PARTNERS</b> Who is helping you?	<b>EXPENSES</b> Who are you paying?	

Developed by Ester Meijbovski as part of a project run by Marcus O'Dair at University of the Arts London and funded by Enterprise Educators UK.

Based on the business model canvas created by [www.strategyzer.com](http://www.strategyzer.com).  
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