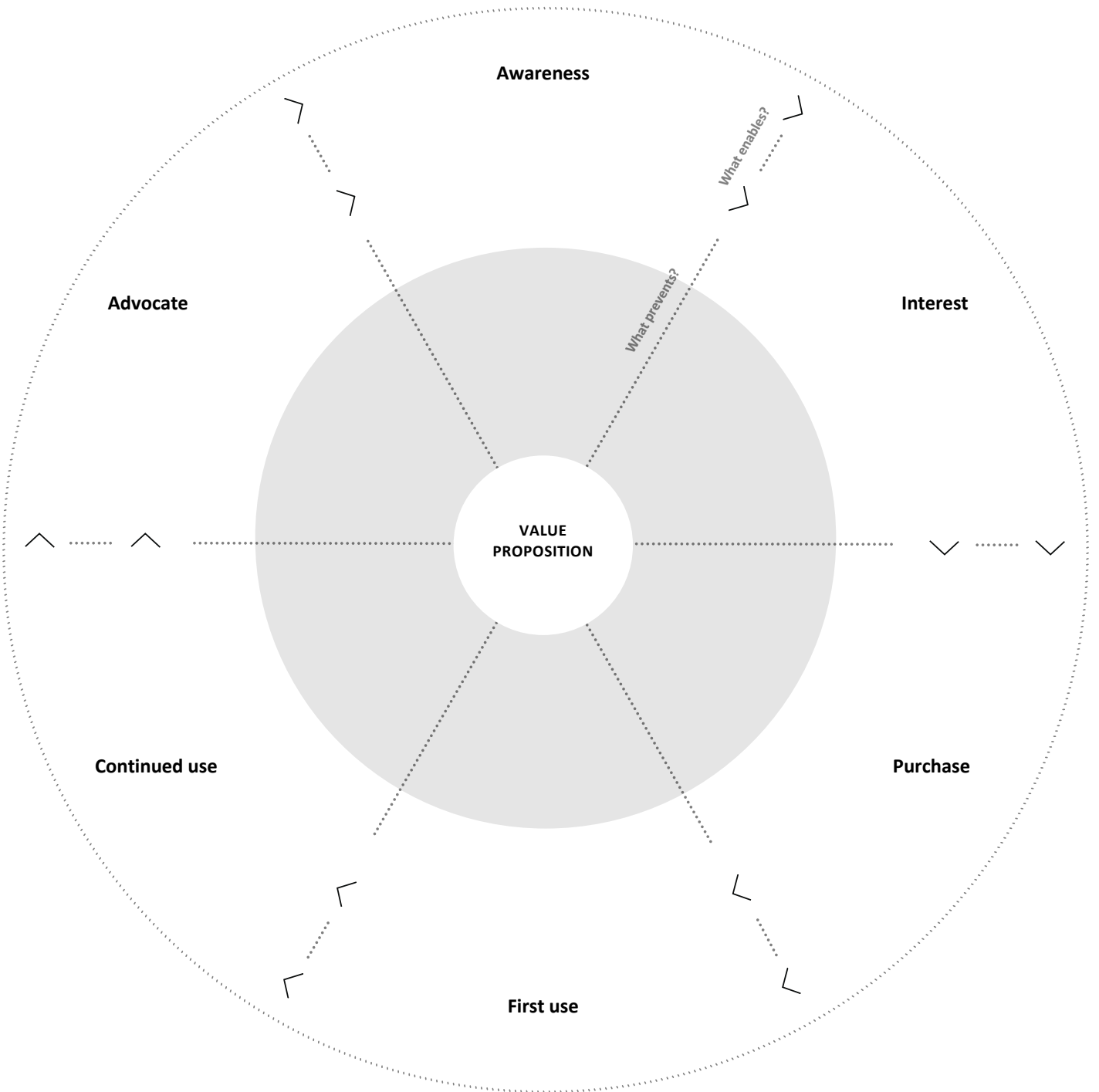


Customer Engagement

How do we get people to become our advocates? Ideation continues!



Key activities:

What key activities do our value propositions require? Our distribution channels? Customer Relationships? Revenue streams?

Key resources:

What key resources do our value propositions require? Our distribution channels? Customer relationships? Revenue streams?

Key partners:

Who are our Key Partners? Who are our key suppliers? Which Key resources are we acquiring from partners? Which Key Activities do partners perform?

