











THE 3C BUSINESS MODEL CANVAS

SOLUTION NAME :

<p>STRATEGIC PARTNERS</p> <p>7</p> 	<p>KEY ACTIVITIES</p> <p>6</p>  <p>KEY RESOURCES</p> <p>5</p> 	<p>VALUE PROPOSITIONS FOR EACH CUSTOMER</p> <p>1</p> 	<p>WHO DECIDES? INFLUENCES?</p> <p>3</p> <p>CUSTOMERS</p>  <p>CHANNELS</p> <p>4</p> 	<p>USERS</p> <p>2</p> <p>CUSTOMERS</p>  <p>WHO WILL PAY?</p> <p>9</p> <p>CUSTOMERS</p> 
<p>COST STRUCTURE</p> <p>8</p> 		<p>POSITIVE IMPACT & REVENUE STREAMS</p> <p>10</p> 		



Adapted from various sources.
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