

Gains 😊

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Pains 😞

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Cash €

Revenues

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Costs

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Products & Services



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Pain Reliever 💊

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Gain Creator ↗

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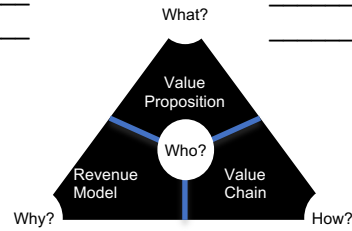
### New Business Model

Who?

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\_\_\_\_\_

What?

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Why?

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How?

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Our Assumptions ⊕

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How to test them 🔧

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Positioning 🎯

Our Mission:

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\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

I buy \_\_\_\_\_  
instead of \_\_\_\_\_  
because \_\_\_\_\_  
which is proven by \_\_\_\_\_

Competencies 🔑

We can \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

We need \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
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