

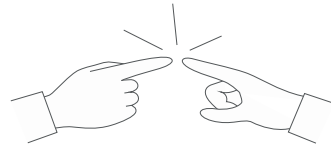
# IDEA POOL FOR BUSINESS MODELING

## STARTER KIT

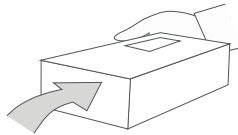
Value Proposition



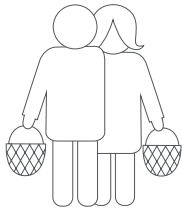
Touchpoints



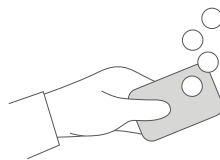
Distribution



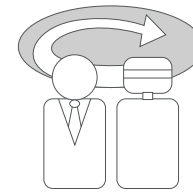
Stakeholder Segments



Revenue Model



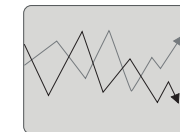
Capabilities



Partners



Cost Structure



More at [www.uxberlin.com](http://www.uxberlin.com), the ideapool was adapted from the Business Model Canvas ([BusinessModelGeneration.com](http://BusinessModelGeneration.com))

DEMAND

INTERACTION

PERFORMANCE