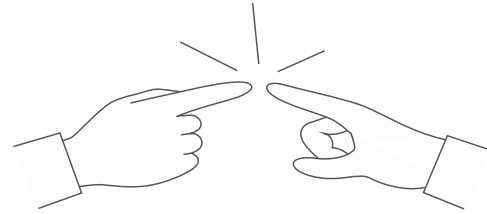


Refinementsheet for Business Modeling

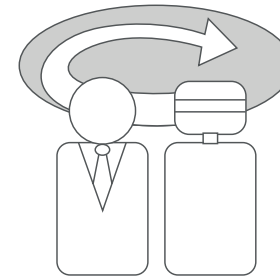
Value Proposition



Customer Touchpoints



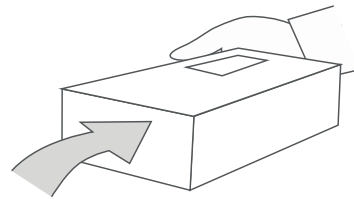
Capabilities



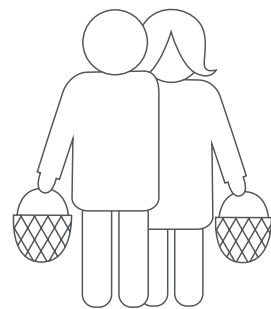
Partners



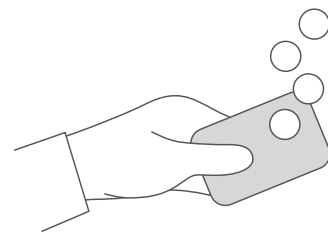
Distribution Channels



Customer Segements



Revenue Model



Cost Structure

