Please prepare a 1-3 page executive summary based on the format provided through the Business Model Canvas tool. Reference links:
http://www.businessmodelgeneration.com/canvas/bmc

1) Value Propositions
   a) What value do we deliver to the customer?
   b) Which one of our customer’s problems are we helping to solve?
   c) What is the specific product or service being offered?
   d) Which customer needs are we satisfying?
   e) What are the features that match customer needs?

2) Customer Segments
   a) For whom are we solving a problem or fulfilling a need?
   b) Who are the customers?
   c) Does the value proposition match the customer needs?
   d) Is this a single-sided or multi-sided market?

3) Channels
   a) Through which channels do our customer segments want to be reached?
   b) Which channels are most efficient?

4) Customer Relationships
   a) How will we get, keep and grow customers?
   b) Which segments are already established?
   c) How are customers integrated with the rest of our business model?

5) Key Activities
   a) What key activities do our value propositions require?
   b) What needs to happen to establish our distribution channels?
   c) How do we establish our customer relationships?
   d) How do we establish our revenue streams?

6) Key Resources
   a) What key resources (suppliers, etc.) do our value propositions require?
   b) What key resources are required for our distribution channels, customer relationships, and revenue streams?

7) Key Partnerships
   a) Who are our key partners?
   b) Who are our key suppliers?
   c) Which key activities do partners perform?

8) Revenue Streams
   a) What is the revenue model?
   b) What are the pricing tactics?
   c) For what value are our customers willing to pay?

9) Cost Structure
   a) What are the most important costs in our business model?