<table>
<thead>
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<th>Week #</th>
<th>Team Name Here</th>
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<td>Key Partners</td>
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<td>Key Activities</td>
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<td>Value Propositions</td>
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<td>Customer Relationships</td>
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<td>Customer Segments</td>
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**Key Partners**
Who are our **Key Partners**?

**Key Activities**
What **Key Activities** do you Value Proposition require?

**Key Resources**
What **Key Resources** do our Value Proposition require?

**Value Propositions**
Which one of our customer’s **problem** are we helping to solve?
Or Which customer **needs** are we satisfying?
What is the specific product/service? What are the features that match customer needs?

**Customer Relationships**
How will we **Keep and Grow** Customer?

**Customer Segments**
For who are we solving a problem or fulfilling a need?
Who are the **customers**?
Does the **Value Proposition** match their needs?
Is this a single-sided or multi-sided market?

**Channels**
Through which **Channels** do our Customer Segments want to be reached?

**Cost Structure**
What are the most important costs in our business model?

**Revenue Streams**
What is the revenue model?
What are the pricing tactics?
For what value are our customers willing to pay?