





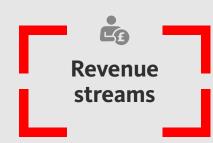


What are your promises to your customers? How will you create value for them?

Who are your customers, users or beneficences and how do you interact with them?



What fixed and variable costs do you need to consider?



What sources of revenue will you have?