**Business Model – Template**

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| **1. Map the existing business model by populating each of the cells on the business model canvas below with details specific to your organisation.** |

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| **Key partners**  Click or tap here to enter text. | **Key activities**  Click or tap here to enter text. | **Value proposition**  Click or tap here to enter text. | **Product /**  **Service**  Click or tap here to enter text. | **Customer relationships**  Click or tap here to enter text. | **Customer segments**  Click or tap here to enter text. |
| **Key resources**  Click or tap here to enter text. | **Channel**  Click or tap here to enter text. |
| **Cost Structure**  Click or tap here to enter text. | | | **Revenue Structure**  Click or tap here to enter text. | | |

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| **2. Environmental factors with the largest influence on the business model are identified and strategically challenged.** |
| Click or tap here to enter text. |
| **3. The strengths and weaknesses of the organisation’s performance are identified and evaluated.** |
| Click or tap here to enter text. |

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| **4. Using the insights obtained through the previous steps, a new strategic business model is innovated. This is undertaken by populating the cells on the business model canvas below.** |

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