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|  **Business Planning Canvas**  |
| 1. **Idea**
 |
| **2a. Value** **Proposition**  | **3a. Customers**  | **4. SWOT** | **5a. Revenue sources (income)** | **6a. Key Resources (what)** | **7. Costs and Financing**  | **8. To do list and timelines**  |
| **2b. Competitors (strengths****and weaknesses)** | **3b. Customer Relationship** | **5b. Cost structure (expenses)** | **6b. Key Partners (who)** |