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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)** |