



**RESOURCE**

# Business Model Canvas

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**Description / Abstract**

A business model is not to be confused with a business plan or business strategy. Before rolling out your business idea or writing a business plan for convincing financing partners to invest in your business, you need to be clear about your business model. Essentially it is the architecture or the design of the business that the business plan and strategy are built on.

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Tool

## **Business Model Canvas**

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