尤努斯獎：第五屆社會創新與創業競賽

附件3、商業模式圖格式

(隊名) Business Model Canvas

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| --- | --- | --- | --- | --- |
| 關鍵夥伴(Key Partner) | 關鍵活動(Key Activity) | 價值主張(Value Proposition) | 客戶關係(Customer Relation) | 客戶區隔(Customer Segment) |
| 核心資源(Key Resource) | 通路(Channel) |
| 成本結構(Cost Structure) | 收入來源(Revenue Stream) |