SUPPLY INFRASTRUCTURE
Design
(How?)

DEMAND INFRASTRUCTURE
Needs
(What?)

OFFER/VALUE
Aspirations
(Why?)

- Key Partners (KP)
- Key Resources (KR)
- Key Activities (KA)
- Channels (CH)
- Customer Relationships (CR)
- Customer Segments (CS)
- Value Proposition (VP)
- Revenue (RS)
- Cost (CS)