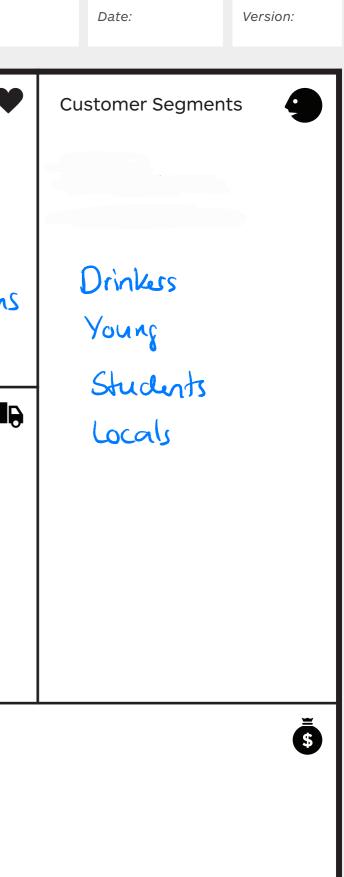
| The Business Mo  | odel Canvas   | Designed for:  | Designed by:   |
|--|---|--|--|
| Key Partners<br>A Ligho CC<br>O Tinks. Ch<br>O Tasks of Nalt | Key Activities   Marketing   Building a   oputation   Key Resources Key Resources Location (Building) Great Team Loyal customes | Value Propositions<br>Great Atmosphere<br>/ Ambience<br>Quality and<br>unique Drinks | Customer Relationships<br>Individual<br>Sovice<br>Assonal connections<br>Channels<br>Channels<br>Custome recom-<br>mendation<br>Social media |
| Cost Structure   | Rent<br>Pessonal<br>Utilitics<br>Ingredients<br>licences  | Revenue Strea<br>Cockta  | ms   |

The makers of Business Model Generation and Strategyzer





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