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## **Smart Cities Project Business Model Canvas**

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# Smart Cities Project Business Model Canvas

<b>Who will help you?</b> Key partners	<b>How do you do it?</b> Key activities	<b>What do you do?</b> Value proposition	<b>How do you interact?</b> Audience relationships	<b>Who do you help?</b> Audience segments
	<b>What do you need?</b> Key resources		<b>How do you reach them?</b> Distribution channels	
<b>What will it cost?</b> Cost structure		<b>How much will it make?</b> Revenue stream		

Adapted from Osterwalder, A. and Pigneur, Y. (2010) Business Model Generation, designed by Strategyzer AG, <https://strategyzer.com>

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