











# GInI Business Model Canvas (BMC)

<b>Customers / Segments</b> 	<b>Customer Relationships</b> 	<b>Value Proposition</b> 	<b>Key Actions</b> 	<b>Key Partners</b> 
<b>Customer Motivations</b> 	<b>Channels - Sales / Mktng / Dist</b> 	<b>Brand Promise</b> 		<b>Key Resources</b> 
<b>Revenue Generation</b> 			<b>Cost Structures</b> 