*Template – Final Work*

Title:

Group members:

1. NUSP

2. NUSP

3. NUSP

4. NUSP

5. NUSP

Proposal general description:

*Insert a brief description here*

**Business Plan (Canvas Model)**

*Insert the canvas model here. You can change the page orientation*

**Buyer Persona Profile**

Nome:

Roles:

Segment:

Education:

For other details: use this file <https://www.buyerpersona.com/wp-content/uploads/2018/08/Buyer-Persona-Example-v1808.1.pdf> as a sample.

**Adwords basic strategy**

Campaign title:

Campaign objective:

Keywords Definition (at least 3 of each type).

**Link – Prototype**

*Insert the link here*