|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | | |  | STARTUP: | | | |  | DATA | |  | VERSÃO |
| **Problema** |  | **Solução** | | | **Proposta de Valor** | | **Vantagem Injusta** | | | **Segmentos de Clientes** | | |
| **Métrica Chave** | | | **Canais** | | |
| **Custos** |  | | | |  | **Receitas** | | | | | | |