



The diagram illustrates the Business Model Canvas, a tool for developing business models. It consists of nine numbered blocks arranged in a grid-like structure:

- 1 CUSTOMER**: Located at the top right, representing the target market segment.
- 2 PROBLEM**: Located at the top left, representing the problem the customer faces.
- 3 UNIQUE VALUE PROPOSITION**: Located in the middle left, representing the unique value the business offers to the customer.
- 4 SOLUTION**: Located below the problem block, representing the solution to the problem.
- 5 CHANNELS**: Located below the unique value proposition block, representing the channels through which the business reaches its customers.
- 6 UNIT REVENUE**: Located at the bottom right, representing the revenue generated from the business.
- 7 UNIT COSTS**: Located at the bottom left, representing the costs incurred by the business.
- 8 METRICS**: Located in the middle right, representing the metrics used to measure the business's performance.
- 9 UNFAIR ADVANTAGE**: Located below the unique value proposition block, representing the unfair advantage the business has over its competitors.

Additional labels within the blocks include:

- EXISTING ALTERNATIVES**: Located in the bottom left of the Problem block.
- HIGH LEVEL CONCEPT**: Located in the middle of the Unique Value Proposition block.
- EARLY ADOPTERS**: Located in the middle of the Customer block.