



9. COST STRUCTURE

<p>- Key activities costs (internal): Ex: App development, design, customer service, shiping etc.</p>	<p>- Key resources costs (internal): Ex: Office space, warehouse, computers, licenses, designers, etc.</p>	<p>- Key partners costs (external): Ex: Shipping, providers, distribution, customer services.</p>
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* We can classify cost by direct, indirect or dynamic and static.

5. REVENUE STREAMS

<p>- Revenue model: Describe your revenue model type like pay per use, license, renting, asset sale, advertising, subscription...</p>	<p>- Price estimation: 3 alternatives A) By cost-benefit B) By competitors C) By demand curve</p>
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