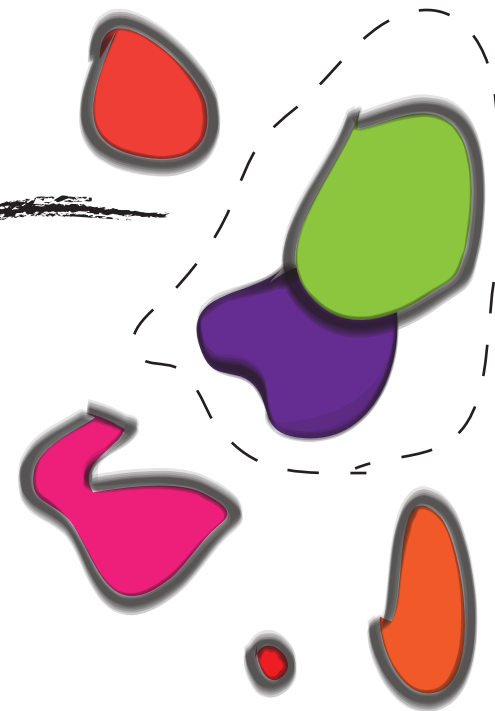
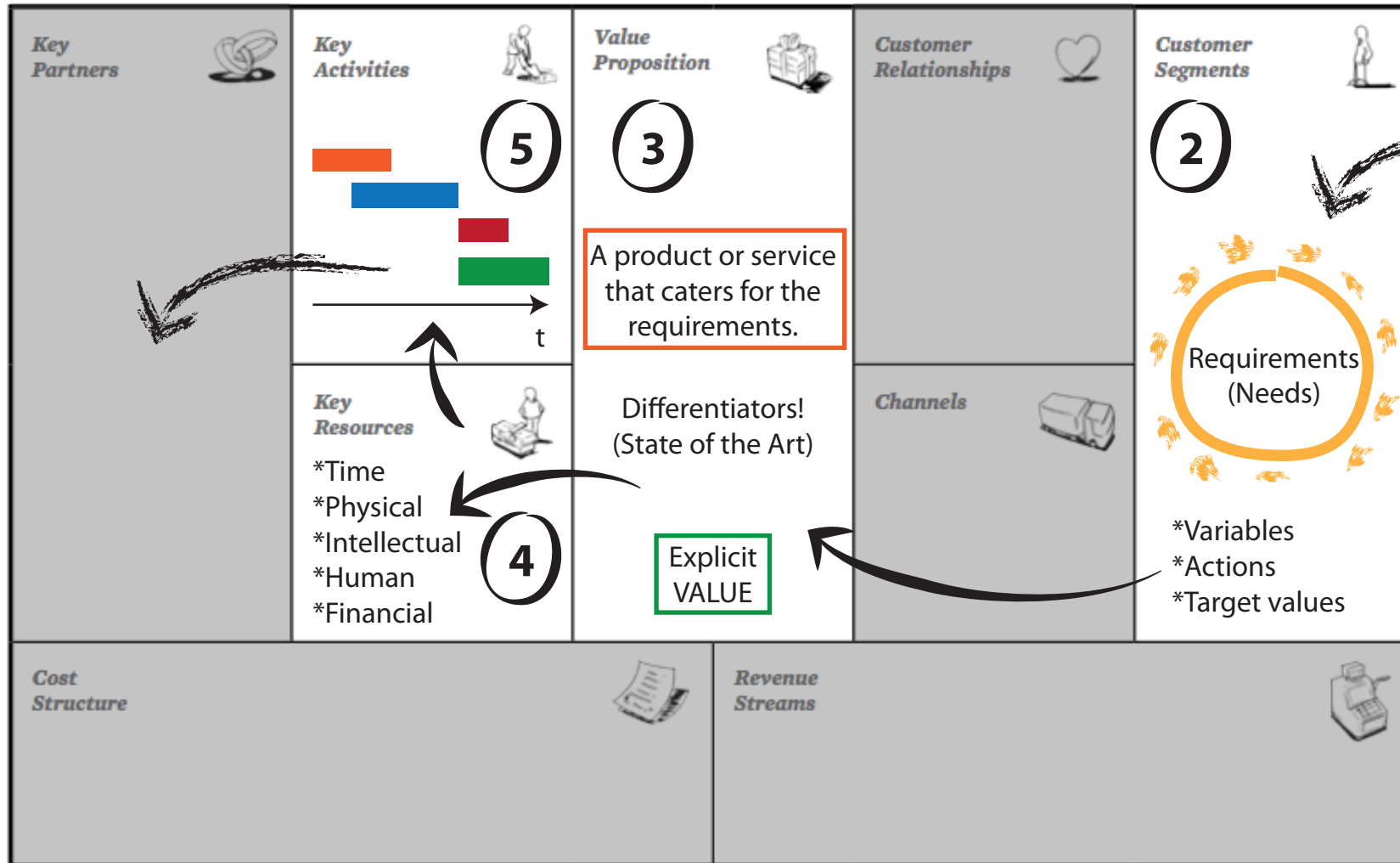


1 Ethnography

The Business Model Canvas



POINTS
 *Problems
 *Opportunities
 *Insights
 *Needs
 *Topics

Canvas taken from: <http://www.businessmodelgeneration.com/canvas>