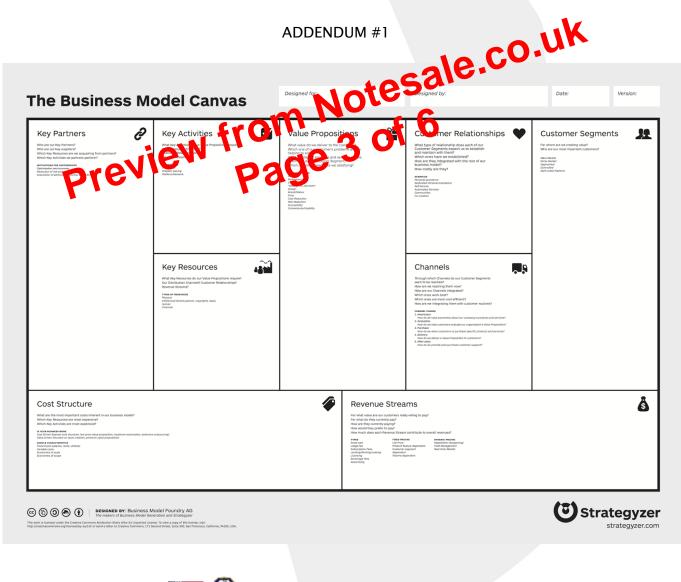


Let's now look at how to use this to start designing your business. We'll use a tool called the Business Model Canvas. It's a flexible, design-driven template for both startups and established businesses.



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