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# Business Model Canvas







# Know Your Customer

## Ø Secondary Research

- § NOT direct with customer
- § Google searches
- §



Open -

How?

Open1 Image95 Do Q EMC /P #MCID 2/Lang (en-US)>> BD

# Get as specific as you can

Drill down

Drill down- ask for examples, frequencies, last time

Ask

Ask for facts first, opinions are less useful

A



# The Trap

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