



Activities: What needs to happen before you can sell your commercial drone product?

Revenue: Why will people pay you for your idea? How much will you charge? Will people pay?

Customers: Who is your preferred customer? Why? Can you describe them in detail?

Partners: Who has resources you need, but cannot afford? Who has valuable information? Who has valuable skills? How will you begin to seek their help?

Channels: How will your product reach your customers? How will you customers find out about your product/service?

Value: How will your product make your customers life better? What are potential positive and negative impacts on society? Can any negative impact be addressed?