



## **Business Model Canvas**

### 4-Customer Relationships

#### **Part 1:**

In **no less than 100** words explain the types of relationships you will establish with specific Customer Segments (relate it back to your customer segments). You book noes that relationships might be motivated by customer acquisition, retention and upselling.

#### **Part 2:**

Take part one and condense it down to **no more than 30 words**.

#### **Part 3:**

Now, focus your writing so that you can express your customer relationships in “old school” Twitter. **No more than 144 characters!**