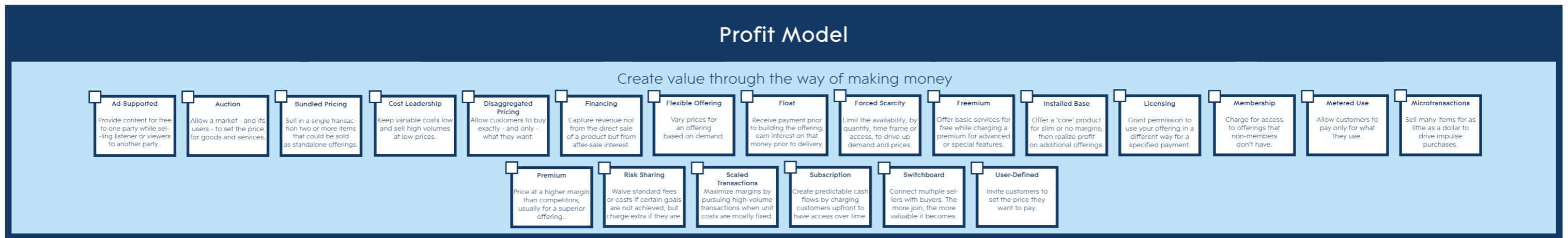
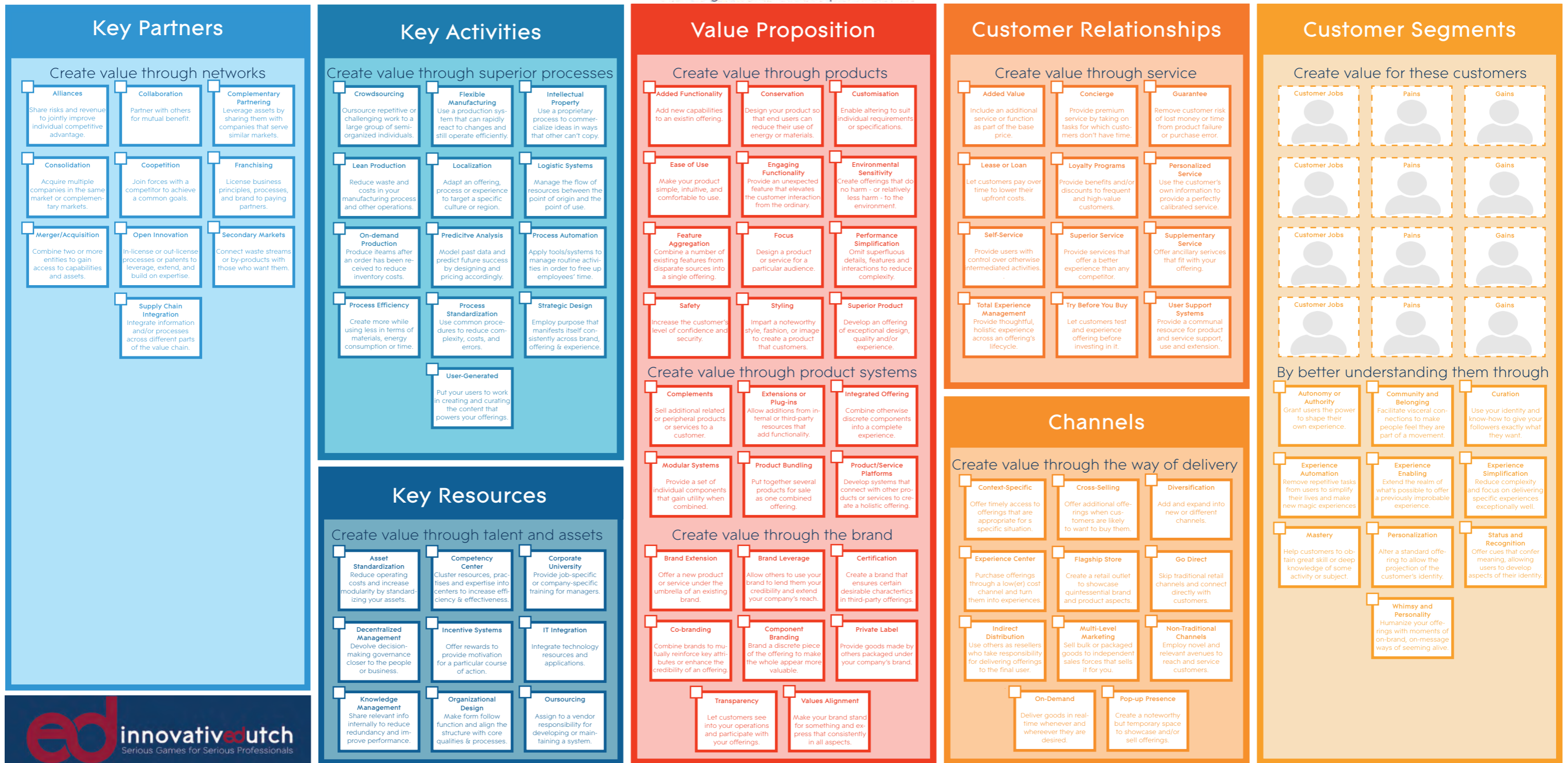


Business Model Innovation Canvas

an infographic by Jan Spruijt
<http://www.innovatedutch.com>

innovatedutch
 serious games for serious professionals



Sources: **Business Model Canvas**: Business Model Canvas, Osterwalder, Pigneur et al. (2010), Strategyzer.com; **Tactics and Descriptions**: Ten Types of Innovation, Keeley et al (2013, p. 144-147). Descriptions may be slightly adjusted/shortened for the purpose of the design or clarity.