The blocks





Key family partners



Value proposition



Channels / Benefits



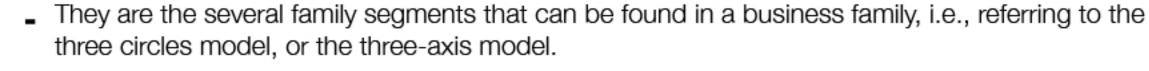
Relationship



Family segments



Key resources



- It is the reason (or the bundle of reasons) why family members should maintain their relationship with the family business.
- They are the different "vehicles" through which benefits deriving from the value proposition are delivered to each segment of family members.
- They are the instruments through which the relations with family members in different segments are established and maintained.
- They are family members as providers of different types of resources to the family business.
- They are the key resources, or assets, family members, as partners, contribute to offer and deliver the value proposition.
- Key process / activities -

They are necessary to support the family value proposition to the business.