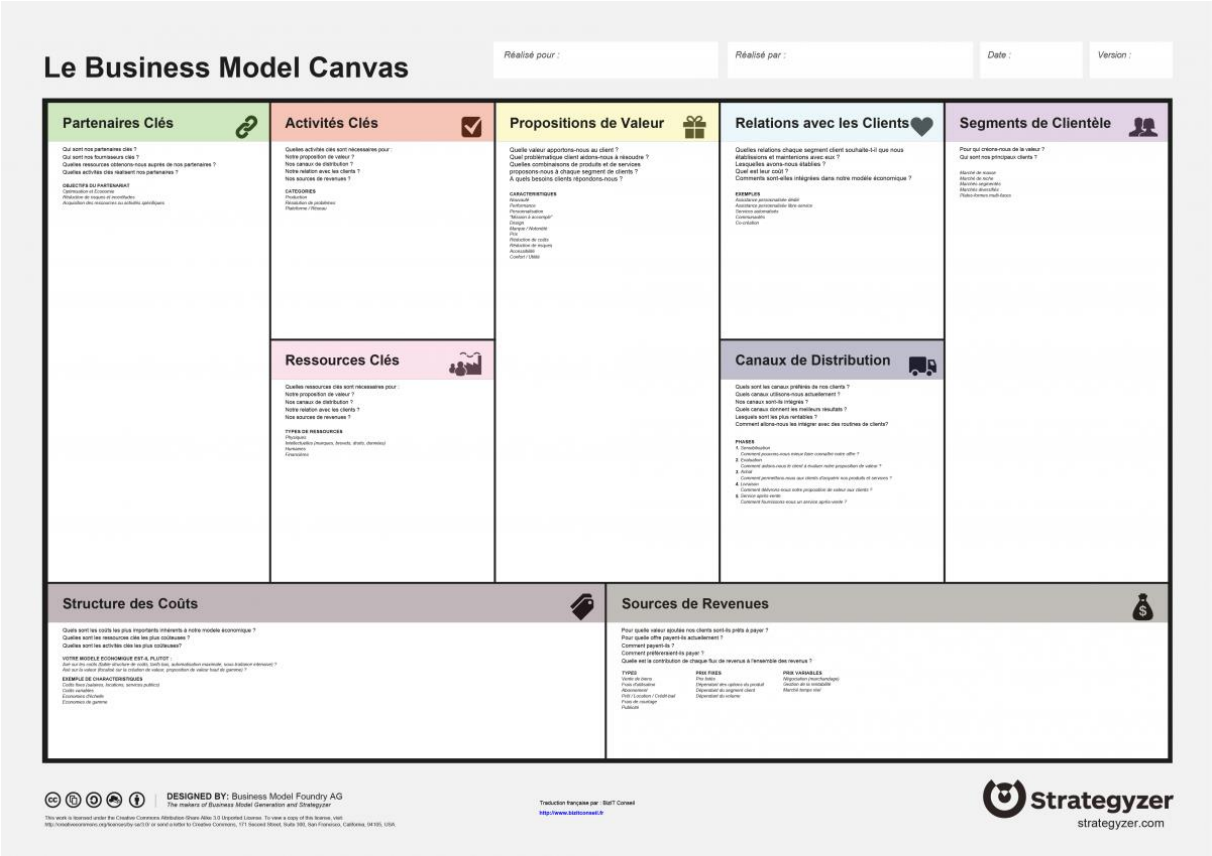Annexe 2 : Business Model Canvas non complété