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| --- | --- | --- | --- |
| 1 | SSL |  |  |
| 2 | Intermediation |  |  |
| 3 | Web portals |  |  |
| 4 | Value proposition |  |  |
| 5 | Value chain |  |  |
| 6 | Revenue Generation |  |  |
| 7 | Market segment |  |  |
| 8 | Competitive advantage |  |  |
| 9 | Competitive environment |  |  |
| 10 | CRM |  |  |
| 11 | Key resources |  |  |
| 12 | Key activities |  |  |
| 13 | ISP |  |  |
| 14 | OSP |  |  |
| 15 | Virtual storefront |  |  |
| 16 | Banner ads |  |  |
| 17 | Pop-up ads |  |  |
| 18 | Content providers |  |  |
| 19 | PDA |  |  |
| 20 | BMC |  |  |