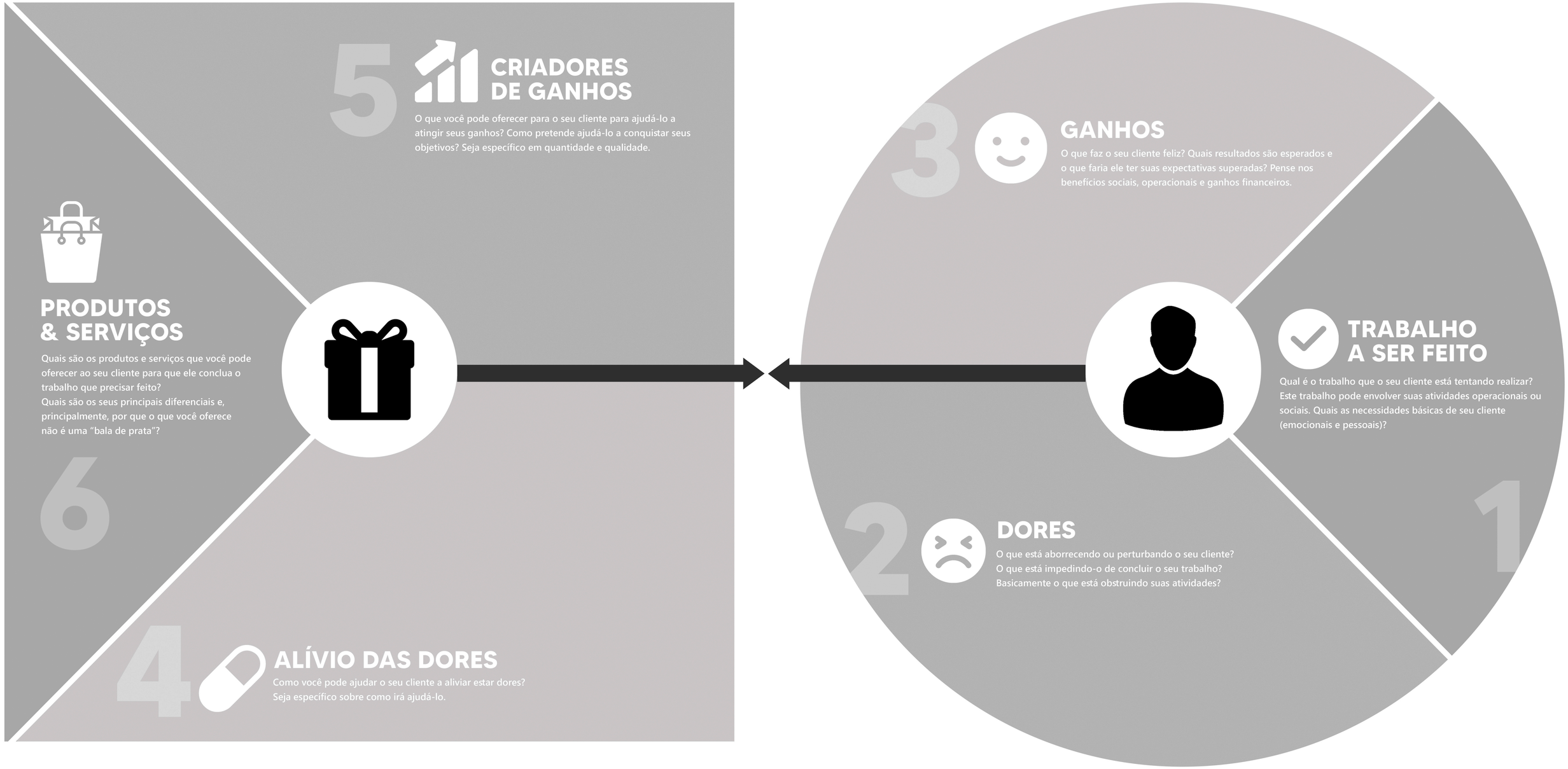**NOME:** **DATA:** **VALUE PROPOSTION CANVAS**