

<p>Key Partners Who are our Key Partners? Suppliers? What key resources do you require? Which Key Resources are we acquiring from partners? Identify your top (3) key partners & suppliers who will assist you in developing / implementing the idea What important roles are these partners performing?</p> <p>MOTIVATION FOR PARTNERSHIPS economy & optimization reducing risk & uncertainty Acquisition of particular resources</p> <p>Are you looking at strategic partnerships? an informal collaboration? an alliance? joint venture? Affiliate marketing? outsourcing?</p>	<p>Key Activities What key activities are needed for: - Value Proposition - Customer Relationships - Distribution Channels - Revenue Streams</p> <p>Categories: Production Problem Solving Platform Network</p> <p>Key Resources What key resources are needed for: - Value Proposition - Customer Relationships - Distribution Channels - Revenue Streams Types: Physical, Intellectual (brand, patents, copyrights, data), Human, Financial</p>	<p>Value Proposition Problems Describe the top (3) needs / problems your product / service addresses Solutions For each of the problems outlined earlier, sketch out the top features or capabilities that will address those problems These core features will form the basis for your Minimum Viable Product (MVP) is the smallest feature set that lets you start learning about customers) Craft a clear compelling message that states your offer and why your solution is better</p>	<p>Customer Relationship What type of relationship does each of our Customer segment expect us to establish and maintain with them? Which ones have we established? How are they integrated with the rest of our business model? How costly are they?</p> <p>Examples: Personal assistance, Self-service, Automated services, Communities, Co-creation</p> <p>Channels Through which channels do our customer segments want to be reached? How are we reaching them now? Which channels for which customer segment? Which channels work best and are most cost efficient? Are channels integrated? How are our Channels integrated? How are we integrating them with our customer routines? CHANNEL PHASES: 1. Awareness: How do we raise awareness about our company's products and services? 2. Evaluation: How do we help customers evaluate our organization's Value Proposition? 3. Purchase: How do we allow customers to purchase specific products and services? 4. Delivery: How do we deliver a Value Proposition to customers? 5. After Sales: How do we provide post-purchase customer support?</p>	<p>Customer Segments Who are your customers? For whom are we creating value? Who are our most important customers? Identify how you will find your first 10 customers Distinguish between customers and users Split broad customer segments into smaller ones (you cannot effectively build, design, and position a product for everyone) Key words: Mass Market, Niche Market Segmented, Diversified Multi-sided Platform</p> <p>Total Addressable Market Define your market and the overall addressable market segment Validate with research</p> <p>Customer Feedback Talk-Test-Talk Continually repeat</p>
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Competitor Analysis	Cost Structure	Revenue Streams	Sales Drivers
<p>Identify any products / services that are competitors</p>	<p>Identify the most important costs List your immediate fixed costs (rent, salaries, utilities) List your immediate variable costs (including distribution) Calculate your break-even point Economies of scale / Cost of Goods (COG) efficiencies / Economies of scope</p> <p>What are the most important costs in your model? Which Key Resources are most expensive Which Key activities are most expensive.</p> <p>Is your business more: COST driven (leanest cost structure, low price value proposition, maximum automation, outsourcing) VALUE driven (focused on value creation, premium value proposition)</p>	<p>Brainstorm different revenue models and sources Examine the pricing of existing alternatives Pick a starting price to test Revenue targets Gross margins</p> <p>For what value are our customers really willing to pay? For what do they currently pay? How are they currently paying? How would they prefer to pay? How much does each Revenue Stream contribute to overall revenues?</p> <p>Types: Asset Sale Usage fee Subscription Fees Lending/Renting/Leasing Brokerage fees Advertising</p> <p>Fixed Pricing: List Price Product feature dependent Customer segment dependent Volume dependent</p> <p>Dynamic Pricing: Negotiation (bargaining) Yield management Real-time Market</p>	<p>Identify the key activities which will drive sales</p>