

BUSINESS MODEL

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Team

Iteration

Date

Target groups


Who are our sales targets and who will be using our offerings?



Customers | Users


Brand & messages

How do we want our brand to be perceived and what is our story to sell the offerings?




Offerings

What bundle of products and services do we offer to our customers and users?




Resources

What (internal) key resources do we need to create and deliver the offerings?



Partners


Who are our (external) key partners to create and deliver the offerings?



Delivery | R&D

Channels

Through which channels do our customers and users want to be reached?



Job(s) to get done


What job(s) are our customers and users trying to get done?

Core value

What kind of value do we create for customers and users with our offerings?

Channels

Through which channels do our partners want to be reached?




Unfair advantage

What do we do better than our competitors, which is hard to copy?

Relationships

What kinds of relationships do our customers and users expect?




Job(s) to get done

What job(s) are our customers and users trying to get done?

Processes


What (internal) key processes do we need to create and deliver the offerings?



Profit formula

Pattern

How, when and how often do we charge our customers?



Pricing & revenue streams

What are our revenue streams and how much do our customers pay (per unit)?

Costs

What are the most important costs to create and deliver the offerings?

Investments

How much money do we need to spend before we earn?

