BUSINESS MODEL FRAMEWORK

Idea Title:
Date:

Growth Strategy

How we plan to grow and what we hope our organisation will be in 5 years, do we plan to sell and if so to who and when.

Prompts:

How about stopping to consider what you are great at in order to deliver the value proposition and reapplying it to other business opportunities?

How about adding on additional premium services for your most loyal customers?

How about looking at other consumer segments that have similar needs?

Partners

Who will we need to partner with or the input we are dependent on in order to develop/deliver the value proposition.

Prompts:

How about partnering with companies that accelerate development of the product?

How about considering which areas of the business model are sacred and which can be fulfilled through partnership?

Capabilities

The skills we need in order to create the value proposition, particularly the team.

Prompts:

How about shipping fast to learn early? Do we have the skills to move and learn fast?

How about focusing on the minimum offer at launch that shows real benefit?

Costs

How much it will cost to initially develop the value proposition and how much it will cost to subsequently market and deliver it.

Prompts:

How about deferring costs wherever possible, enabling you to get paid before you have to pay suppliers?

How about negotiating better deals with employees and suppliers by offering them a share of the upside in your company?

Value Proposition

The offer to the consumer, including how and why it addresses their need / fulfills their job to be done. How consumers themselves would describe the benefit.

Prompts:

How about taking away things from your offer until you can remove no more in order to simplify it?

How about using defaults to try to offer individuals the most suitable offer immediately?

Channel

How the value proposition is delivered to the consumer segment - how it is delivered to them (distribution channel) and how it is communicated to them (marketing channel).

Distribution

Prompts:

How about ensuring that you have multiple distribution channels available?

How about tracking platform usage among your target customer group, which platforms are growing fastest?

Marketing

How about using prize funds to engage the consumer in developing your brand?

How about rewarding your most passionate consumers for becoming evangelists?

How about considering who is the greatest influencer for your target customers?

Market Segments

What group(s) of people benefit from the value proposition, how many there are now and in the future.

Prompts:

How about exploring which other groups of consumers are likely to have similar needs?

How about ensuring that you have a member of that group available at all times to act as a consumer advocate?

How about looking for a passionate sub-segment to market to initially?

Pricing Model

How we will price the value consumer proposition, whether it be fixed, variable or subscription pricing. Includes alternative sources of revenue, particularly important if the consumer is not expected to pay.

Prompts:

How about offering a subscription element to your offer to ensure repeat revenues?

How about offering the base service for free and then charging for a premium service?

How about having consumers pay different amounts based on how much they benefit?

Competitive Strategy

Who the existing competitors are and how we will react to them and likely new entrants into this space, how we are positioned to win in the market

Prompts:

How about charging customers less (of even not charging for something) in order to build to critical mass fast, particularly when there are positive network effects?

How about partnering with potential future competitors early?\