the
school of
design

PROJECT NAME

WHO is our customer?

in terms of customer/stakeholder segments
in terms of geographic regions
Who is not our customer?

WHAT do we sell/provide to our customers/stakeholders?

Value Proposition: **Our** product/service **helps** customer segment **who want to** jobs to be done **by reducing/avoiding** customer pain **and increasing/enabling** customer gain **unlike** competing value proposition.

What is not part of our value proposition?

HOW do we make, market and distribute products to customers/stakeholders?

1. Strategy

value curve

Legend:

2. Business model

KEY PARTNERS
Who is necessary for your business to be a success?

KEY ACTIVITIES
What does your business need to do to succeed?

KEY RESOURCES
What resources does your business use to run optimally?

VALUE PROPOSITION
What is your unique selling point?

CUSTOMER RELATIONSHIPS
What is important about your relationships to customers?

CHANNELS
How do people hear about your business?

CUSTOMER SEGMENTS
How do you differentiate your customers?

COST STRUCTURE
Where will the money go?

REVENUE STREAMS
Where is the money coming from?

Business Story:

3. Disruption alternative models

Frontstage disruption: market explorer | channel king | gravity creators
Backstage disruption: resource castle | activity differentiator | scalers
Profit disruption: revenue differentiator | cost differentiator | margin master