

The BizScalers Business Model Canvas

Customers	Problems	Solution	Competitive Advantages	Marketing Channels
<p>Target Customers and Brief Profile</p> <ul style="list-style-type: none"> • Who are you creating value for? • Who are they demographically? • Who are they psychographically? • Are they easy to reach? • Do they have enough money to pay for your solution? • Can you niche down any farther? • Is the market big enough to scale? • Should you move upscale? • How many do you anticipate? 	<p>Top 3-5 Problems</p> <ul style="list-style-type: none"> • What core problem are you trying to solve? • What job does your customer want done? • Have you discovered a problem worth solving? • Is this an urgent problem? • Is this a “must solve” or a “nice to solve” problem? • Is this a big enough problem worth solving? 	<p>Top 3-5 Features and Benefits</p> <ul style="list-style-type: none"> • What’s your MVP solution? • What are its key features? • What are its key benefits? • Is your solution difficult to replicate? • What are your prospects existing alternatives? • Is your solution one that people in your target market actually want and are willing to pay what you want to charge? 	<p>Top 3-5 Differentiators</p> <ul style="list-style-type: none"> • What makes you unique? • How is your solution significantly different than your competitors? • Can you quantify your differentiators? • How do you answer the “Why?” question (i.e. why should they choose you over every other option in your market space). 	<p>Primary Ways You’ll Get In Front of Customers</p> <ul style="list-style-type: none"> • What channels do other companies use to reach them now? • How do your prospects prefer to be reached? • Which ways are most effective? • Which are low-cost? • Which are scalable? • How will you drive demand? • What’s your primary customer acquisition strategy? • What paid channels will you use? • What free channels will you use?
Conversion/Sales Process	Delivery/Fulfillment		Pricing	Profit Model
<p>Process (How?)</p> <ul style="list-style-type: none"> • How will you convert leads into customers? • Does anything in your funnel need optimization? <p>People (Who? What triggers next hire?)</p> <ul style="list-style-type: none"> • Who will be responsible for conversions? • Will you use a sales team? If so, when to add? 	<p>How Customers Will Access/Receive Your Solution</p> <ul style="list-style-type: none"> • What does your supply chain look like? • Will you use distribution partners? • Will this be a physical or digital delivery? • Will any of it be automated? • Any “givens” that need to be challenged? 		<p>Your Simple Pricing Model</p> <ul style="list-style-type: none"> • What are they currently paying you/others? • Will you use fixed, variable or value-based pricing? • Will you have packages, up-sells, recurring revenue, additional streams? 	<p>Revenue COGS Gross Profit Expenses Net Profit LTV</p>