UXBerlin
Innovation Consulting

Title

Evaluation

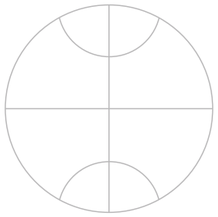
Date

www.uxberlin.com // This sheet is adapted from the Business Model Canvas (BusinessModelGeneration.com)

Refinement for Business Modeling

Values

What is the purpose of the whole endeavour?
Can you name and differentiate the most relevant values you want to pursue? What does each one imply?
What should not result from business activities in the long run?
Could normative differentiation lead to new potentials for innovation?

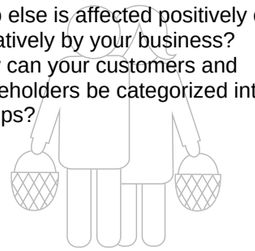


Value Proposition

What benefits are you offering to your customers?
What makes your offer unique?

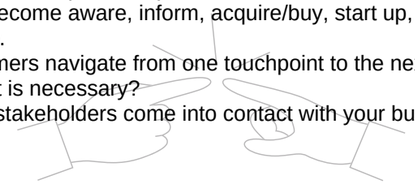
Stakeholder Segments

Who are you creating value for?
Who are your most important customers?
Which markets are you aiming for ?
Who else is affected positively or negatively by your business?
How can your customers and stakeholders be categorized into groups?



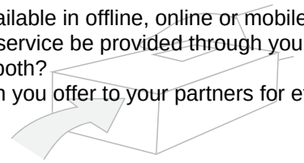
Touchpoints

How do customers experience your offer at each of the seven touchpoints: Become aware, inform, acquire/buy, start up, use, modify, dispose/renew.
How do customers navigate from one touchpoint to the next and what kind of support is necessary?
How do other stakeholders come into contact with your business?



Distribution

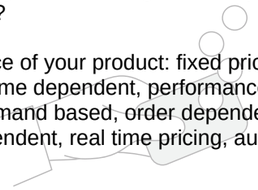
Which channels will you use to get your product or service to the customer?
Will your offer be available in offline, online or mobile stores?
Will your product or service be provided through your own channels, through partners or both?
Which incentives can you offer to your partners for effective distribution?



Revenue Model

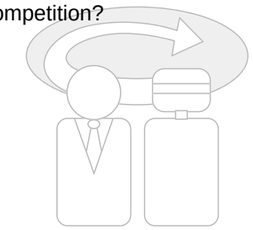
Where do your revenues originate from: sales/direct sales, wholesales, voluntary payments, non-monetary, freemium, commission, advertising, licensing, renting, leasing, service charge, subscription, transaction fee, revenue sharing, barter?

How will you set the price of your product: fixed price, base price, feature dependent, volume dependent, performance dependent, run-time dependent, demand based, order dependent, yield management, time dependent, real time pricing, auction, negotiated price ... ?



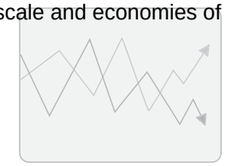
Capabilities

Which operative and dynamic capabilities, and which resources do you require?
Which additional activities and skills could prove helpful?
Which type of expertise or asset could allow you short- and long term advantages over your competition?



Partners

Which activities should your enterprise conduct itself, and which could be outsourced?
Which external partners could support you in minimizing costs?
Consider supply, distribution, and solution partners as well as indirect partners such as scientists or consultants.
Which international partners could help you?
What kind of co-operations with potential competitors could make sense?

Cost Structure

Which fixed costs, which variable costs are to be expected?
Do you wish to position yourself as a quality leader or cost leader?
Can you create a lean cost structure to respond flexibly to changes in demand?
How can economies of scale and economies of scope be reached?