

Team or Company Name:
COMPANY NAME

Date:
MM/DD/YY

The Blue Canvas (BMC 2.0)

<p>7. Key Resources</p> <ul style="list-style-type: none"> • What Key Resources does our Value Proposition require? • Financial, Physical, IP, HR? ✓ What kind of input our processes need? (Goods, Services, Information) 	<p>6. Key Activities</p> <ul style="list-style-type: none"> • What Key Activities does our Value Proposition require? • Manufacturing? • Software? • Supply chain? ✓ Logistic? ✓ Where and how our processes and people interfaces with our partners? ✓ What key technology supports our VP? 	<p>2. Value Proposition</p> <ul style="list-style-type: none"> ✓ What job are we helping our customers to do? ✓ What value do we deliver to the customer? ✓ How can we create a value proposition profile that is unique and selling? • Which one of our customer's problems are we helping to solve? • Which customer needs are we satisfying? • Which are the key features of our product that match customers problem / needs? 	<p>4. Channels</p> <ul style="list-style-type: none"> • Through which Channels do our Customer Segments want to be reached? ✓ Which is the easiest (convenient) way for our customers to get our products/services? ✓ Which is the most effective way for us to consistently deliver our products/services? ✓ What complementary services can vehiculate your VP? 	<p>I. Customer segments</p> <ul style="list-style-type: none"> • Who are our most important customers' SEGMENTS? • How are they connected and through which channel they refer each other when making a buying decision? • What are their archetypes? • What job do they want us to get done for them? ✓ Who are our "earlyevangelists" who are trying to build the solution themselves? ✓ Who are the decision makers? ✓ What kind of value (how much money / how much self-gratification) are they aspiring to get? ✓ What kind of budget to they have?
<p>9. Cost Structure</p> <ul style="list-style-type: none"> • What are the most important costs inherent in our business model? ✓ Opex, Capex, Risks Mitigation 	<p>5. Revenue Streams</p> <ul style="list-style-type: none"> • How do we make money? • What is the revenue model? (production, retail, rental, subscription, pay per use, etc.) • What are our pricing tactics? 			

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