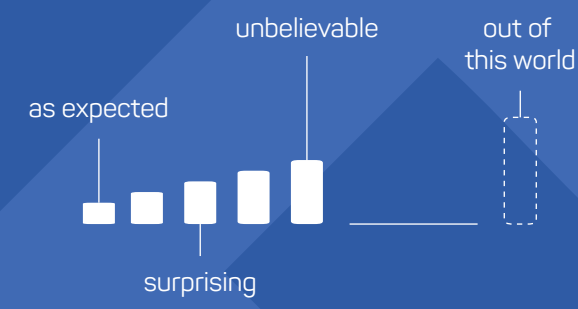


BUSINESS MODEL

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Team

Iteration

Date

Use the "Hypotheses & Experiments" canvas to challenge your business model by revealing critical assumptions and defining simple ways to test them.

Target groups

Who are our sales targets and who will be using our offerings?



Customers

Brand & messages

How do we want our brand to be perceived and what is our story to sell the offerings?



Offerings

What bundle of products, services and software do we offer to our customers and users?



Resources

What (internal) key resources do we need to create and deliver the offerings?



Partners

Who are our (external) key partners to create and deliver the offerings?



Delivery

Start here

Primary
What is our primary customer segment that unlocks the most value in our business and is easily accessible?

...and what is our primary user segment?

Job(s) to get done
What job(s) are our primary customer and user segment trying to get done?
+ functional
+ emotional

Pains

Gains

Channels

Through which channels do our customers and users want to be reached?



Core value
What value do customers and users get back after experiencing our offerings to get their job(s) done?

Channels

Through which channels do our partners want to be reached?



Unfair advantage
What do we do better than our competitors to create the value, which is hard to copy?

Relationships

What kinds of relationships do our customers and users expect?



Processes

What (internal) key processes do we need to create and deliver the offerings?



R&D

Profit formula

Pattern

How, when and how often do we charge our customers?



Revenue streams & pricing

What are our revenue streams and how much do our customers pay (per unit)?



Costs

What are the most important costs of creating and delivering the offerings?



Investments

How much money do we need to spend before we earn?



Use the "Financial Sanity Check" canvas to crunch the numbers and estimate future profits.

