

Key Resources

What do you require to take next steps in your business?

Key Activities

What do you need to do to make this function together?

Point of Difference

What is your offering? How is it unique?

Customers

Who do you help? Target market, pain points, personas.

Customer Focused Relationships

What is your relationship with your customers?

Key People

Who will help you; who is on your A Team?

Your Why

What is the purpose of your business?

Channels & Connections

How and where do you connect to your customer? Customer journey, market place, marketing platforms

Costings & Viability

What are costs involved? Startup / operating costs, break-even volumes, sales targets.

Income Streams & Viability

How will you make money / revenue?