



What are you
going to do
with your idea?

Make it
Sell it
Bank it



A full-page background image of a sunset over the ocean. The sun is a bright, glowing orb partially obscured by dark, silhouetted clouds in the upper center. Its light creates a brilliant, shimmering reflection that stretches vertically down the center of the horizon into the water. The sky is a gradient of warm colors, from deep orange near the horizon to a lighter, hazy yellow at the top. The ocean's surface is textured with small, dark waves, and the overall mood is peaceful and contemplative.

THANK YOU



CAUSES?



Focus on

WHAT WE OFFER

without (enough) focus on

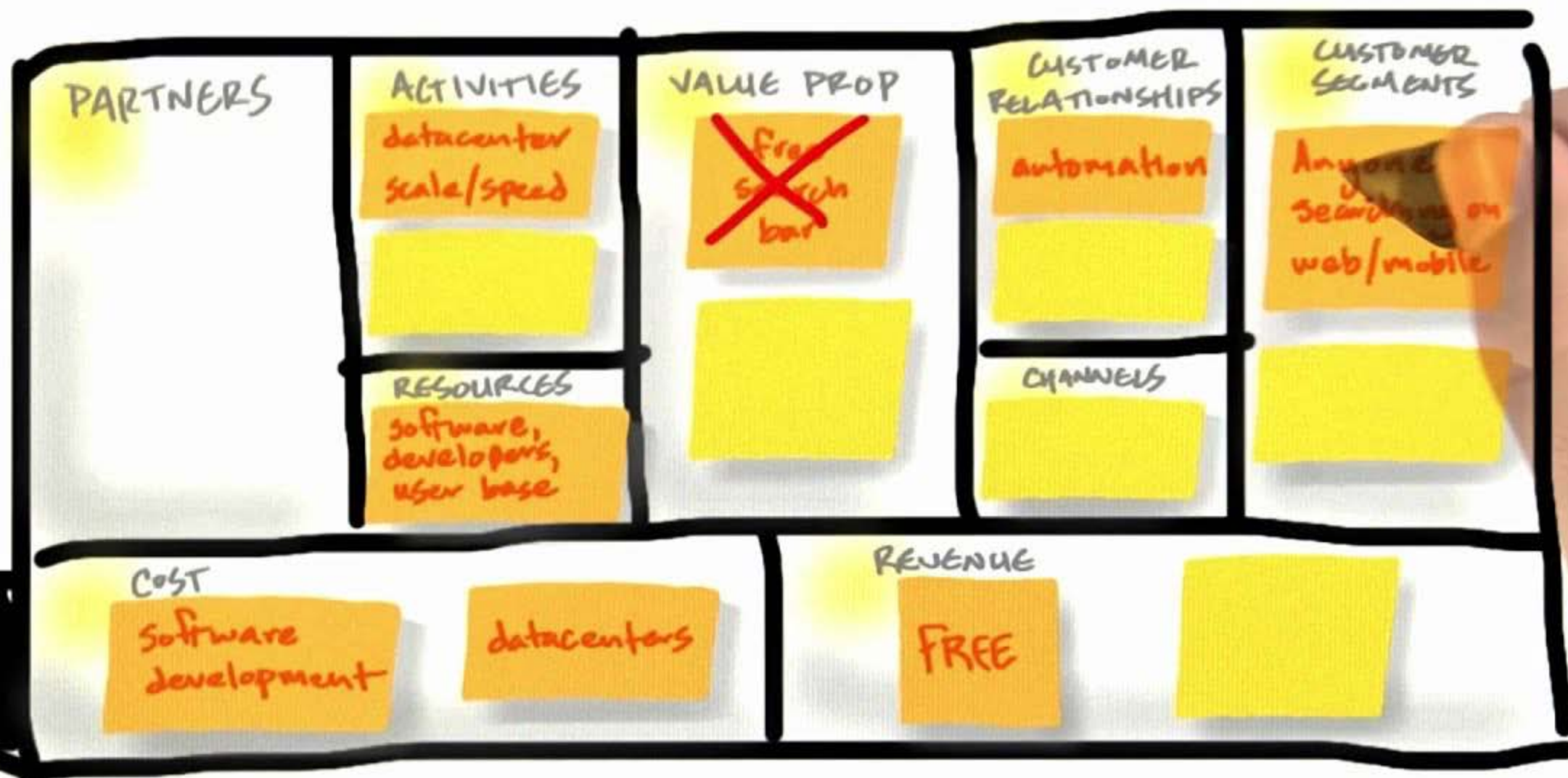
HOW WE OFFER

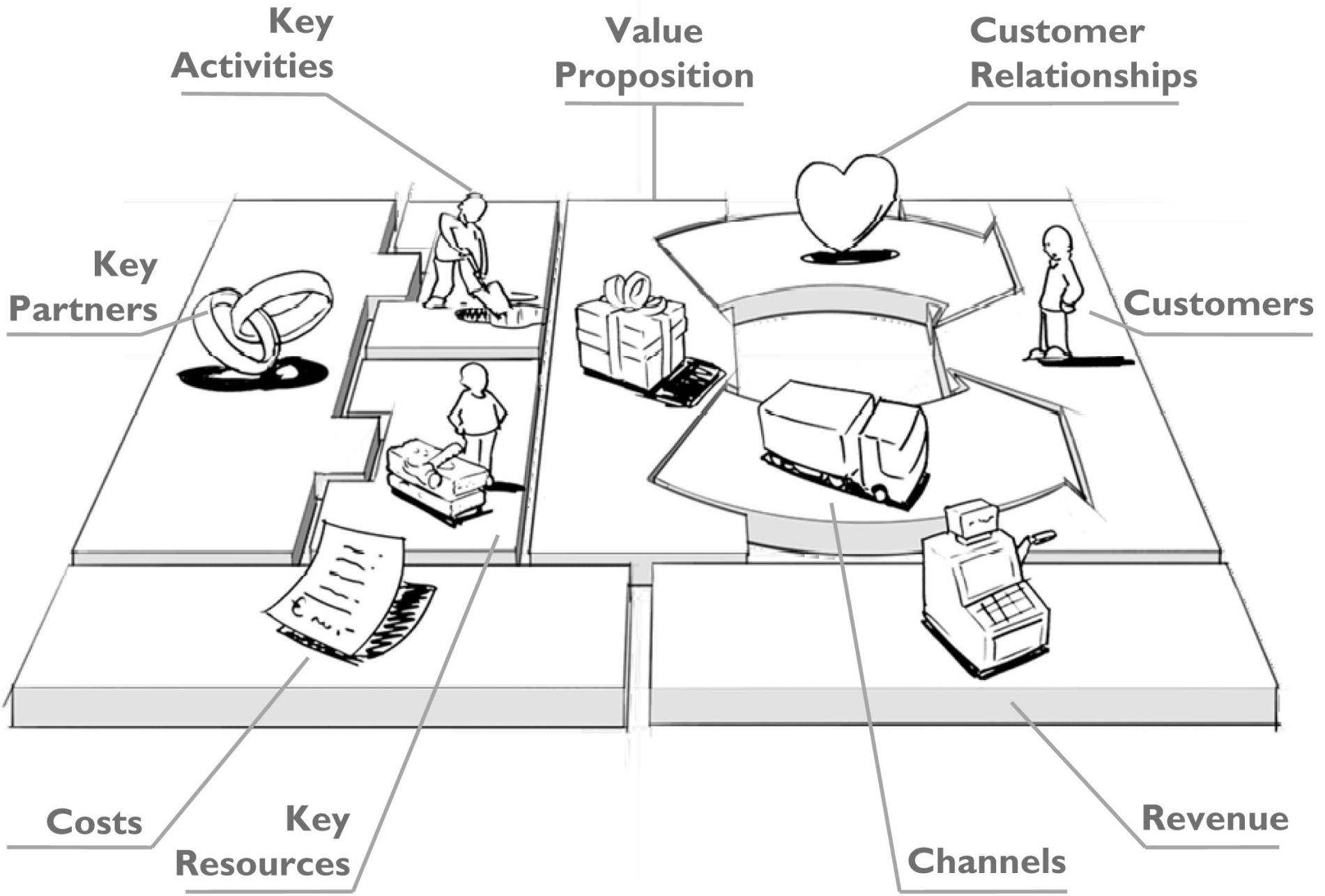
How do we
plan the **How**?

Simple method to focus on

HOW WE OFFER

BUSINESS MODEL CANVAS





drawings by JAM

Key Partners	Key Activities	Value Proposition	Customer Relationships	Customer Segments
	Key Resources		Channels	
Cost Structure			Revenue Stream	

Key Partners	Key Activities	Value Proposition	Customer Relationships	<u>Customer Segments</u> For whom are we creating value? Who's important?
	Key Resources		Channels	
Cost Structure			Revenue Stream	

Key Partners	Key Activities	<u>Value Proposition</u> What value do we deliver to the customer? What problem are we solving?	Customer Relationships	Customer Segments
	Key Resources		Channels	
Cost Structure			Revenue Stream	

Key Partners	Key Activities	Value Proposition	Customer Relationships	Customer Segments
	Key Resources		<u>Channels</u> How do we reach our customers?	
Cost Structure			Revenue Stream	

Key Partners	Key Activities	Value Proposition	<u>Customer Relationships</u> What type of relationship does our customer expect?	Customer Segments
	Key Resources		Channels	
Cost Structure			Revenue Stream	

Key Partners	Key Activities	Value Proposition	Customer Relationships	Customer Segments
	Key Resources		Channels	
Cost Structure			<u>Revenue Streams</u> What payment for what value?	

Key Partners	Key Activities	Value Proposition	Customer Relationships	Customer Segments
	<u>Key Resources</u> What are the most important assets we need?		Channels	
Cost Structure			Revenue Stream	

Key Partners	<u>Key Activities</u> What are the most important actions we need to take?	Value Proposition	Customer Relationships	Customer Segments
	Key Resources		Channels	
Cost Structure			Revenue Stream	

Key Partners	Key Activities	Value Proposition	Customer Relationships	Customer Segments
	Key Resources		Channels	
<u>Cost Structure</u> What are the most important costs inherent in our business model?			Revenue Stream	

Key Partners	Key Activities	Value Proposition	Customer Relationships	Customer Segments
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Cost Structure			Revenue Stream	

BUSINESS APP

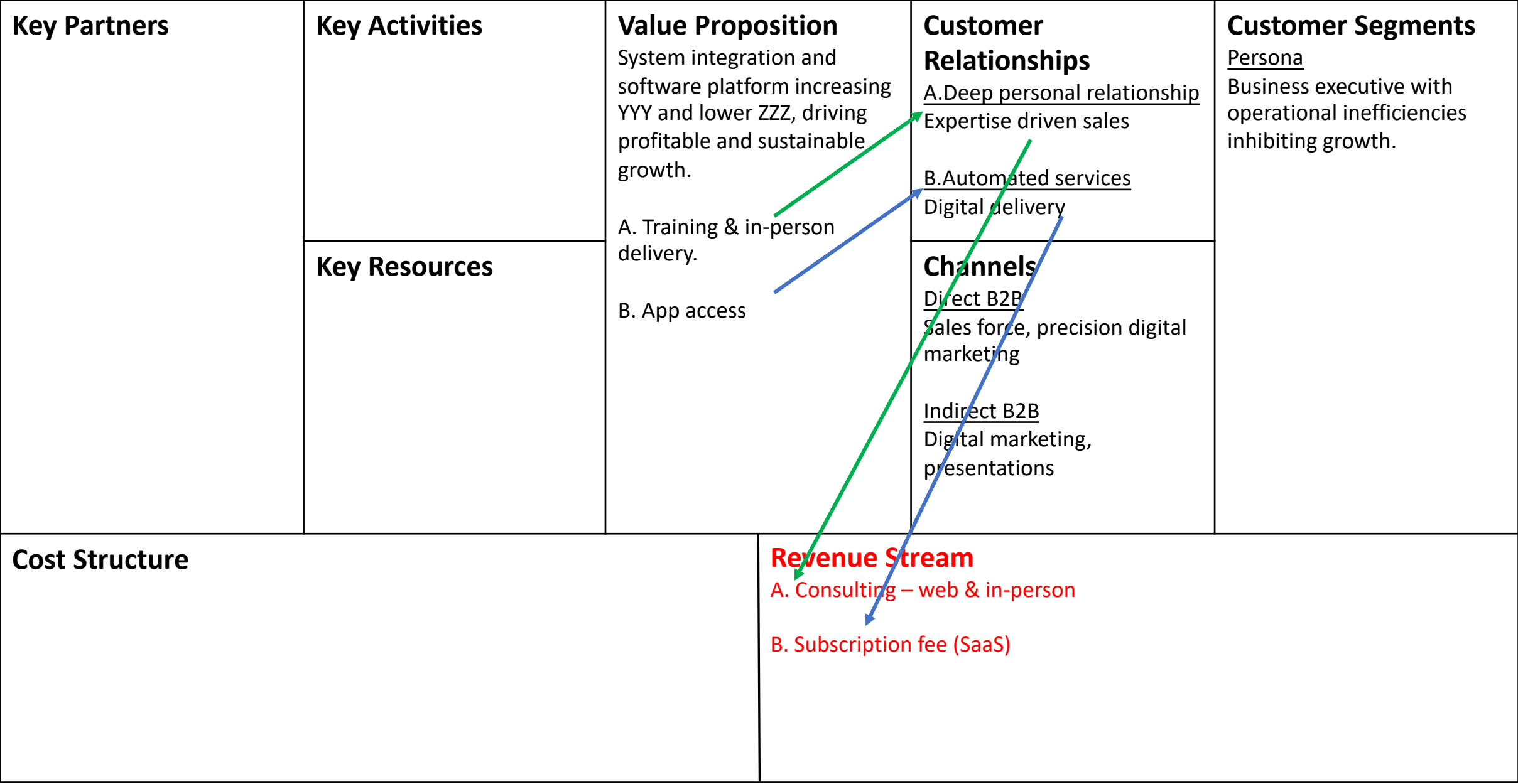
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	Key Resources		Channels	
Cost Structure			Revenue Stream	

Key Partners	Key Activities	Value Proposition System integration and software platform increasing YYY and lower ZZZ, driving profitable and sustainable growth. A. Training & in-person delivery. B. App access	Customer Relationships	Customer Segments <u>Persona</u> Business executive with operational inefficiencies inhibiting growth.
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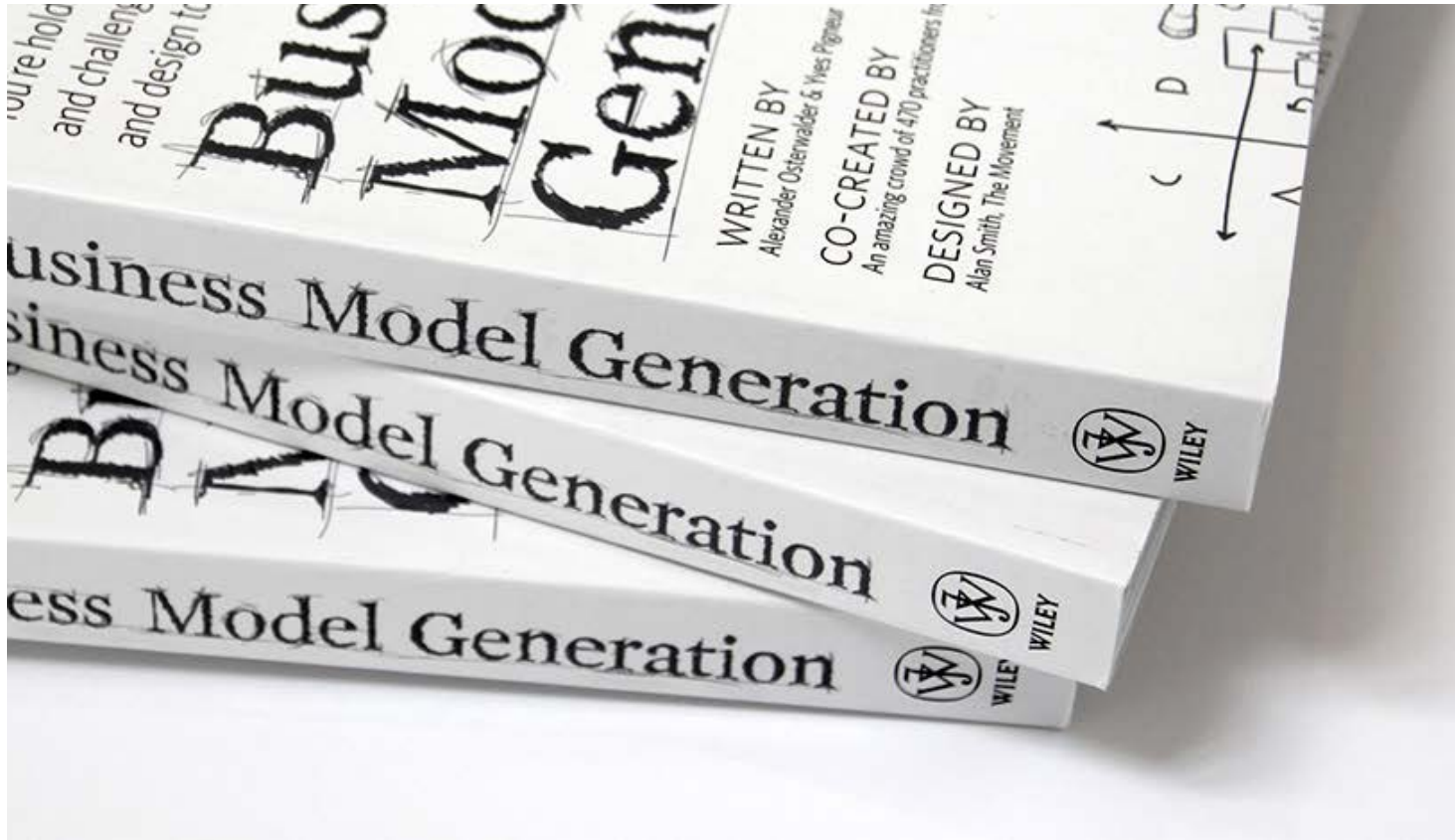


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Cost Structure Customer acquisition cost Delivery Platform & content creation			Revenue Stream A. Consulting – web & in-person B. Subscription fee (SaaS)	



Business Model Examples

Freemium

SaaS

Multi-sided

Open

Long Tail

PO Box/Royalty

2-step distribution

Co-op

Seth Godin:

Democracy is a marketing problem.

Health is a marketing problem.

Climate change is a marketing problem.

Growing your organization, spreading the word, doing work you're proud of—these aren't engineering problems or economics problems. They're marketing problems.





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Cost Structure			Revenue Stream	