

RESOURCE 1: NARRATING THE MODEL

USE DOT POINTS AND SYMBOLS WHERE REQUIRED.

1. Identify 'problem-solution fit' and your key value proposition?

Problem identified	
Solution created	
Value proposition - highlight advantages/features and create and deliver benefits to your customer segment	

2. What (partnership/cooperation/activities/services/assistance) do you need from the following categories to make your business plan work?

Your customer segments	
Your suppliers (if any)	
Your distributors	
Any businesses or manufacturers you may need to partner with?	
Other...	

RESOURCE 1 (CONTINUED): USE DOT POINTS AND SYMBOLS WHERE REQUIRED.

3. What activities, infrastructure, tools, resources, etc do you need to have in place to create the operational ability and capacity to support your product or service to your customers?

Human resources	
Tangible resources	
Skills	
Services	
Other...	

4. How much are these resources likely to cost you? (an estimate is sufficient)

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5. How much are you thinking to sell your product/service for?

Identify a pricing strategy and provide justification	
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RESOURCE 1 (CONTINUED): USE DOT POINTS AND SYMBOLS WHERE REQUIRED.

6. How are you actually going to generate revenue from customers?

Product sales/services	
Subscriptions	
Partnerships	
Advertising	
Other...	

RESOURCE 1 (CONTINUED): USE DOT POINTS AND SYMBOLS WHERE REQUIRED.

7. How will you market and promote your product or service to your customer segments?

Social media	
Print media	
Other forms of advertising	
Endorsements	
Other...	

RESOURCE 1 (CONTINUED): USE DOT POINTS AND SYMBOLS WHERE REQUIRED.

8. How will you physically deliver your product/service to your customers (i.e how do customers order, pay for, access, and/or how do you transport the product/service for them to use it)?

Ordering and payment systems/ platform	
Instant download of...	
Shipping/ transport	
Retailers	
Other channels of distribution	
Other...	